

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
M.B.A. SEM - III : WINTER :- 2021
SUBJECT: STRATEGIC MANAGEMENT

Day : Wednesday
Date 16-02-2022

W-21987-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
 - 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
 - 3) Answers to Both the sections to be written in SEPARATE answer books
 - 4) Draw a labeled diagram WHEREVER necessary
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SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Describe the process of Strategic Management. Draw showing the different elements strategic management process.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

How environmental scanning is significant for the organization? Write a brief note on components of external environment.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Briefly discuss the concept of strategy implementation. What are various behavioral issues in strategy implementation?

Q.4) Answer the following: Attempt ANY ONE(10 Marks X 1 = 10 Marks)

- a) Distinguish between strategic planning and operational control. Why there is need for coordination between strategic planning and operational control?
- b) Define Disruptive Innovation. Mention the role of technology in strategic management.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Business portfolio Analysis
- b) Strategy Structure relationship
- c) Ansoff Matrix

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Briefly explain the impact of technological environment on business. Give suitable examples related to financial service sector.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

What is the role of organizational structure in strategy implementation? Explain the types of organizational design concepts that decide how a structure will work.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Describe and explain the application of the techniques for strategic control with appropriate example.
