

II - S - (2 Yr.) - MBA - DDCE-11 - (BPSM) - NC - (R&B)

2016

Full Marks - 70

Time : As in the Programme

The figure in the right hand margin indicates marks.

Answer ALL questions.

Section - A

Answer any THREE. [12×3=36]

Answer the following questions :

1. Explain the strategic decision making process in detail.
2. Define leadership and its importance in managing the corporate culture ? How is the corporate culture and strategy compatibility assessed ? How an organization does manage diverse cultures after acquisition ?

[Cont...

3. Describe the SWOT analysis technique for environmental scanning. What is the importance of this analysis in strategic management of an organization ?
4. Explain the Porter's model of competitive advantage ? Is it helpful to a company in identifying its strengths and weaknesses ?
5. Explain the various growth strategies pursued by organizations ? Is stability really a strategy or just a term for no strategy ?

Section – B

Answer any THREE.

[8×3=24]

Answer the following questions :

1. How can an understanding of business policy help in a career choice ?

[Cont...

2. "Corporate planning is not synonymous with long range planning." Why ? Discuss.
3. How do political, social and technological factors in the environment affect strategic planning ?
4. Under what circumstances can the turnaround strategy prove to be successful ? When does divestment prove to be better than turnaround strategy ?
5. Discuss the most appropriate methodology for evaluation of strategy.

Section – C

Answer any TWO.

[5×2=10]

Answer the following questions :

1. Define strategic management. How does it differ from business policy ?

Defining Business purpose
objective & mission [Cont...

[4]

2. What do you understand by business goals and objectives of an organization ?
3. Define core competencies of an organization.
4. Define key success factors and their importance in industry analysis ? How are they different from strategic factors ?

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