

**SEMESTER EXAMINATION-2022**  
**CLASS -MBA/BE/BF**  
**SUBJECT: STRATEGIC MANAGEMENT**  
**PAPER CODE:C 304**  
**PAPER TITLE: STRATEGIC MANAGEMENT**

**Time: 3 hour**

**Max. Marks: 70**

**Min. Pass: 40%**

**Note:** Question Paper is divided into two sections: **A and B**. Attempt both the sections as per given instructions.

**SECTION-A (SHORT ANSWER TYPE QUESTIONS)**

**Instructions:** Answer any five questions in about 150 words each. Each question carries six marks. (5 X 6 = 30 Marks)

Question-1: Define the concept of Strategic Management.

Question-2: State the importance of Strategic Management as a course subject for Management Students.

Question-3: Describe the decision-making style of Entrepreneurs during start of their business set up.

Question-4: Define Ethics. State the importance of ethics for a decision maker.

Question-5: Enumerate with an example the functional strategy of an organization.

Question-6: ETOP (Environment Threat and Opportunity Profile) for e vehicles.

Question-7: Describe the advantages and disadvantages of Disinvestment in Life Insurance Sector.

Question-8: What is Strategic Choice?

Question-9: Describe Matrix Structure and its advantages.

Question-10: What is organizational change?

**SECTION-B (LONG ANSWER TYPE QUESTIONS)**

**Instructions:** Answer any FOUR questions in detail. Each question carries 10 marks. (4 X 10 = 40 Marks)

Question-11: Define "Strategy and Policy". Discuss in detail the process of formulating a Strategy in organisations.

Question-12: State the importance of Corporate Governance in managing organisations. Describe the important mandatory and non mandatory recommendations of various committees regarding Corporate Governance to the Government.

- Question-13: Define the mission of company. State the need and characteristics of mission statement. Frame a Mission Statement for Skill and Competency Centre of State Government.
- Question-14: Describe the prominent components of Industry Environment. With the help of Five Forces Model analyze the basic posture of competition in Mobile Handset market.
- Question-15: Describe the stages of Globalisation. Examine the obstacles and factors favouring Globalisation in India.
- Question-16: Briefly explain the terms: a) Diversification; b) Acquisition Strategies
- Question-17: Outline the task of strategy implementation in organisations.
- Question-18: Describe the role of corporate leaders in framing and implementation of strategy.

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