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**MBA**  
**(SEM -VII) THEORY EXAMINATION 2020-21**  
**STRATEGIC MANAGEMENT**

**Time: 3 Hours****Total Marks: 70****Note: 1. Attempt all Sections. If require any missing data; then choose suitably.****SECTION A****1. Attempt all questions in brief.****2 x 7 = 14**

a.	Define the concept of Strategic Management.
b.	What do you mean by Strategic Intent?
c.	What do you understand by Competitive intelligence?
d.	Discuss TOWS Matrix.
e.	Explain GE 9 Cell.
f.	Discuss Organization Life Cycle.
g.	What do you understand by Strategic Information System?

**SECTION B****2. Attempt any three of the following:****7 x 3 = 21**

a.	Explain the strategic management process and its importance in managing today's business environment.
b.	Explain the term Environment in relation to an organization. Also explain the factors of internal and external environment of an organization.
c.	What do you understand by Diversification Strategy? Also sight difference between Concentric and Conglomerate diversification.
d.	What are the distinguishing characteristics of a strategic alliance? What are the advantages and dis-advantages of alliances? Give examples.
e.	Define strategy Implementation ; a strategy.

**SECTION C****3. Attempt any one part of the following:****7 x 1 = 7**

(a)	Discuss the term Strategic decision-making. Write process and Importance of strategic decision making.
(b)	What do you mean by a company mission? How does a firm's vision and mission help achieve organisation's goals?

**4. Attempt any one part of the following:****7 x 1 = 7**

(a)	Define the term Business Policy. Explain various steps required to for the formulation of business policies of an organization.
(b)	Discuss ETOP Study. Write advantages of ETOP analysis.

**5. Attempt any one part of the following:****7 x 1 = 7**

(a)	What do you mean by stability strategy? Explain the approaches to stability strategy.
(b)	Write components of Strategic Budget and Audit.

**6. Attempt any one part of the following:****7 x 1 = 7**

(a)	
(b)	Define strategic choice. Explain factors that affect strategic choice.

**7. Attempt any one part of the following:****7 x 1 = 7**

(a)	Write role of corporate culture in strategy implementation. i.
(b)	while allocating the resources? d