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**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_**

**MBA-3361**

**MBA (III Semester) Examination, Dec-2018**

**BUSINESS ADMINISTRATION**

**Strategic Management**

*Time Allowed: Three Hours] [Maximum Marks: 70*

**Note:** Answer **all** questions.

**Q. 1.** Attempt any **six** of the following. **5\*6=30**

1. Define corporate social responsibility.
2. Differentiate between Vision and Mission.
3. Explain the comprehensive model of strategic management.
4. What is procedural implementation? Discuss.
5. Examine the importance of strategic management in an organization.
6. Discuss in brief the concept of contingency strategy.
7. Explain corporate level strategies.
8. What is the significance of SWOT analysis in strategy formulation?

**Q.2.** Discuss the process of strategic management. Describe in detail the levels at which the strategy operates. **10**

OR

What is Corporate Governance? State the concept, need and principles of corporate governance.

**Q. 3.** Discuss how business environment appraisal is helpful in the strategic management process. Evaluate the various methods used for organizational appraisal. **10**

OR

Examine the importance of strategic intent for an organization. Also explain the components of strategic intent.

**Q. 4.** Discuss the various corporate level strategies that can be adopted for growth and expansion of the organization. **10**

OR

Describe the process of strategic analysis and choice. Explain the subjective factors in strategic choice.

**Q. 5.** What is the significance of strategic control and strategic evaluation in determining the success of the strategy? **10**

OR

What are the characteristics of Strategy Implementation? What are the issues behind effecting strategy implementation? How these issues can be resolved?