Enrolment No.: ....

IIHMR UNIVERSITY

School of Development Studies

MBA Development Management
Batch-02 (2022-2024)
Second Year, Term 5 End Term Examination, December 2023

DM-708 Strategic Management

Time - 3 Hour **Maximum Marks: 50 (Minimum Marks: 20)**

Instructions to students:

- **This question paper contains 2 printed pages.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. Choose the most appropriate option for each of the following (carries 1 mark):

(a). A possible and desirable future state of an organization is called
(i). Mission
(ii). Vision
(iii). Strategy implementation
(iv). Strategy formulation

(b). The first step in the strategic decision-making process is
(i). To analyze strategic factors.
(ii). To review corporate governance.
(iii). To evaluate current performance results.
(iv). To scan and assess the external environment.

(c). Industry/sector benchmarking compares
(i). Organizational performance between firms/public sector organizations in different industries or sectors.
(ii). Organizational performance between firms/public sector organizations in the same industry or sector.
(iii). Organizational performance between firms/public sector.
(iv). Organizational performance between different divisions of the firm.

(d). Product differentiation refers to the
(i). Ability of the buyers of a product to negotiate a lower price.
(ii). Response of incumbent firms to new entrants.
(iii). Belief by customers that a product is unique.
(iv). Fact that as more of a product is produced the cheaper it becomes per unit.

(e). What is the central purpose of strategic evaluation?
(i). Evaluate effectiveness of strategy to achieve organisational objectives.
(ii). Evaluate effectiveness of control system to measure achievements.
(iii). Evaluate effectiveness of strategies to be implemented efficiently.
(iv). None of the above

Part B

(Maximum Marks: 15)

Answer the following, in brief:

Q2. What do you understand by Mission and Vision? (3)

Q3. Illustrate Porter's Generic Competitive Strategies. (3)

Q4. What do you understand by strategic alliance? (3)

Q5. What are the common problems in implementing Strategic Plans? (3)

Q6. What are the barriers in Evaluation? (3)

Part C

(Maximum Marks: 30)

Answer the following, in detail:

Q7. Describe in detail the strategic management process in non-profit organizations. (10)

Q8. What do you understand by corporate strategy? Discuss directional strategy in detail. (10)

Q9. Explain the Five Step Feedback Model of Evaluation and Control process. Why is strategic control important in monitoring the process of strategy implementation? (10)