

Total No. of Questions - 10]
(2022)

[Total Pages : 2

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M.B.A. Examination
STRATEGIC MANAGEMENT
Paper – 401
(Semester–IV)

Time : Three Hours]

[Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each unit.

UNIT-I

1. Explain basic approaches to Strategy implementation and how a particular approach is selected?
2. How strategy formulation and strategy implementation are interdependent on each other?

UNIT-II

3. Discuss the distinctive advantages and disadvantages of SBU and matrix structure.

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4. How do organizational structure and strategy implementation depend upon each other?

UNIT-III

5. What are different levels of strategic change? Why do people resist strategic change?
6. Explain different types of organization development interventions.

UNIT-IV

7. Discuss important marketing and financial policies that are useful for implementation of Strategies.
8. What do you mean by 'Functional implementation? Explain important Human Resources and Research and Development Policies.

UNIT-V

9. What is Strategic Control? How do environmental factors contribute in strategic control?
 10. Describe the process of implementing strategic control. What information is essential for Strategic Control?
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