

Total No. of Questions – 10]  
(2062)

[Total Pages : 3

**9639**

**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.** What do you understand by the term strategy? Discuss the process of strategy implementation in the organisation with its approaches.
- 2.** Discuss how the formulation and implementation of corporate strategy are interrelated to each other and what role this interdependence plays for the Organisation?

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## **UNIT-II**

- 3. Discuss the various types of organisations structure? How we can say that the organisations structure of one company is better than other? Illustrate.**
- 4. What do you understand by the resource allocation? Discuss in detail the importance of resource allocation with few examples.**

## **UNIT-III**

- 5. Why the change is needed for the organisation and who are the changing agents for bringing the change in the organisation? Elaborate.**
- 6. Discuss the corporate culture and climate in detail with organisation's various development interventions?**

## **UNIT-IV**

- 7. Discuss in detail about the leaders and leadership. How the leadership is implemented in the Organisation's? Do you think the leadership helps the organisation in implementing change?**
- 8. State the relevant features of production, marketing and financial policies of organisations with its relevance to organisation's success.**

## UNIT-V

9. What are the various organisational controls and strategic controls implemented by the organizations to evaluate the strategy?
  10. What are the environmental factors consider while evaluating the strategy and how these factors impact the strategy of an organisation?
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