

TERM END EXAMINATION- JUNE-2017
Programme Title: Diploma in Management
Course title: Strategic Management
Course Code: DIM-7
(Session -2015-16)

Time: 3 Hours
Full Mark-100

Answer any four questions from Group-“A”, any two questions from Group-“B” and any three questions from Group-“C”

GROUP-“A”

(Answer any four questions each within 100 words)

Marks- 5 x 4=20

Q.No.1

- a) Explain the concept of strategic Management?
- b) Define strategic management as a process.
- c) What do you mean by internal analysis?
- d) Write the meaning of strategic frame-work?
- e) Explain who is the strategy maker in an organisation?
- f) How environment works in strategy making for a business?
- g) Strategic management approach interact the planning and implementation. Do you agree?

GROUP-“B”

(Answer any two questions each within 250 words)

Marks -10 x2=20

Q.No.2

- a) Explain the evolution of the term ‘strategy’ and give examples.
- b) Write an exemplary mission statement of any organization of your choice.
- c) Discuss about strategy in action with emphasis on vision of quality.
- d) Distinguish between ‘vision’ and ‘mission’.
- e) Discuss the relationship among objectives, strategies and policies.

GROUP-“C”

(Answer any three questions each within 500 words)

Marks-20 x 3=60

- Q.No.3 SWOT analysis is an acronym for the internal strength and weakness of a firm. Discuss with examples.
- Q. No.4 Discuss the major issues involved in strategic planning and control.
- Q.No.5 Explain the various components of a strategic management model.
- Q No.6 Explain what is meant by corporate strategy and assess the effectiveness of different growth strategies in an organisation.
- Q.No.7 Discuss the different types of business strategy with corporate examples.
- Q.No.8 In seeking to “go global” what are the key factors that organizations need to consider?