

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA/PRE-PHD
BRANCH: MANAGEMENT**

**SEMESTER : II
SESSION : SP/2024**

SUBJECT: MT414 STRATEGIC MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Describe the nature of Strategic Management. Discuss the importance of Strategic Management Process.	[5] 1	2
Q.1(b)	Compare vision and mission of an organization. Write the missions statement of an Educational startup company.	[5] 1,2	4
Q.2(a)	Critique the statement: "Critical success factors (CSF) of Companies' under the same industry may not be identical"	[5] 4	5
Q.2(b)	Interpret the importance of 'SWOT' and 'ETOP' as tools for environmental scanning.	[5] 3,4	3
Q.3(a)	Develop the three levels of Strategies and Identify which level is dominant during Product Innovation Stage.	[5] 5	6
Q.3(b)	What is the role of Core Competence in building Strategy in startups?	[5] 1	1
Q.4(a)	Investigate how GE-9 cell matrix is different from BCG matrix. Relate them with Product Life Cycle (PLC).	[5] 4,5	6
Q.4(b)	What is the role of leadership in building corporate culture as Strategy?	[5] 1	1
Q.5(a)	For examine the effect of Operational Mismanagement in Strategy building.	[5] 3,4	4
Q.5(b)	Judge the implementation and integration of plans at various functional levels. Cites examples to support.	[5] 5,5	5

:::25/04/2024:::E