

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : II
SESSION : SP/2025**

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.
-

		CO	BL
Q.1(a)	Define strategy and strategic management. Discuss the key differences between the two concepts.	[5] 1	3
Q.1(b)	Explain the relationship between strategic management and organizational culture.	[5] 1,3	3
Q.2(a)	Explain the SWOT analysis technique. How can SWOT analysis be used to identify strategic opportunities and threats for an organization? Illustrate with an example.	[5] 1,3	3
Q.2(b)	Discuss the importance of identifying critical success factors (CSFs) in strategic planning. How can organizations identify and prioritize CSFs?	[5] 2	3
Q.3(a)	Explain the advantages and disadvantages of stability strategies.	[5] 1,3	3
Q.3(b)	Differentiate between market development and product development in expansion strategies.	[5] 2,3	4
Q.4(a)	Discuss the role of leadership in strategic implementation.	[5] 2	3
Q.4(b)	Discuss the importance of resource allocation in strategic planning.	[5] 3	3
Q.5(a)	Explain strategic control.	[5] 2,3	2
Q.5(b)	Analyse successful implementation of a strategic plan?	[5] 4	4

:30/04/2025:::E