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**The Assam Royal Global University, Guwahati**

Royal School of Business

MBA 3<sup>rd</sup> Semester /BBA+MBA (Integrate) 7<sup>th</sup> Semester

Special Supplementary Examination, August 2024

Course Title: Strategic Management

Course Code: BSA034C301

Time: 3 Hours

Maximum Marks: 70

**Note: Attempt all questions as per instructions given.**

*The figures in the right-hand margin indicate marks.*

**Section – A**

1. Attempt **all questions**. (Maximum word limit 50) 2 x 8
- Define the term "Strategic Intent" and describe how it influences organizational behavior and performance.
  - Explain the significance of the PESTEL analysis in the strategic management process.
  - Briefly describe the concept of "Core Competencies" and discuss how they contribute to a firm's competitive advantage.
  - Briefly describe the difference between "Cost Leadership" and "Differentiation" as generic business strategies.
  - Explain the major reasons for adopting stability strategy.
  - Write few barriers in strategic implementation.
  - Explain the concept of "Mergers and Acquisitions"
  - Define strategic momentum control as it pertains to the assessment of strategic decisions.

**Section – B**

2. Attempt **any one** of the following: 12 x 1
- What is mission? Explain key elements in developing a mission statement.
  - Define environmental analysis. Discuss components of a company's external environment.
3. Attempt **any two** of the following: 7 x 2
- Discuss any three growth strategies of an organization to increase their profits.
  - Explain the BCG matrix, and list out its advantages and disadvantages.
  - What is functional level strategy? Discuss all the features of functional-level strategy.
4. Attempt **any two** of the following: 7 x 2
- Elaborate the strategic implementation process with examples.
  - What is procedural implementation? Write short notes on "Import and Export Requirements" and "McKinsey 7S Framework".
  - What is functional strategy? What is vertical fit? Discuss different needs for Functional Plans and Policies.
5. Attempt **any two** of the following: 7 x 2
- What is strategic evaluation? who can participate in strategic evaluation and what will be their role in strategic evaluation?
  - Discuss the steps involved in the process of strategic control. Write down few advantages of operational control.
  - Write short notes on Premise Control and Special Alert Control.