

Code No. 1119 E-13

BRILLIANT'S®

Strategic Management

MBA

Semester- 4th

According to New Syllabus
DAVV, INDORE

With Last Year Solved Question Papers

Bilingual (English & Hindi)

अथवा पिछले साल के हल किए गए प्रश्न पत्रों के साथ

13th
Revised
Edition

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NEW SYLLABUS

Strategic Management

Examination Scheme: Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

COURSE CONTENTS

1. Meaning, Need and Process of Strategic Management, Business Policy, Corporate Planning and Strategic Management, Single and Multiple SBU Organizations, Strategic Decision Making Processes, Rational Analytical, Intuitive-Emotional, Political-Behavioural, Universality of Strategic Management, Strategists at Corporate Level and at SBU Level, Interpersonal, Informational and Decision Roles of Manager.
2. Mission, Business Definition and Objectives; Need, Formulation and Changes, Hierarchy of Objectives, Specificity of Mission and Objectives
3. SWOT Analysis, General, Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment: Factors Influencing it; Environmental Threat and Opportunity Profile (ETOP); Internal Strength and Weaknesses; Factors Affecting; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).
4. Strategy Alternatives, Grand Strategies and their Sub Strategies, Stability, Expansion, Retrenchment and Combination, Internal and External Alternatives; Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy Variations
5. Strategic Choice and Analysis, Managerial Choice Factors, Choice Processes, Strategic Gap Analysis, ETOP-SAP, Matching, BCG Product Portfolio Matrix, GE Nine Cell Planning Grid, Contingency Strategies, Prescriptions for Choice of Business Strategy, Choosing International Strategies.
6. Strategy Implementation, Concept, Barriers, Implementation Process, Project and Procedural Implementation, Resource Allocation; Structural Implementation, Plan and Policy Implementation; Leadership Implementation; Behavioural Implementation, Implementing Strategy in International Setting.
7. Strategy Evaluation and Control, Control and Evaluation Process, Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

CONTENTS

Unit- 1. Introduction to Strategic Management

MEANING AND NEED OF STRATEGIC MANAGEMENT

Meaning and Need of Strategic Management

Q.1. What do you understand by strategic management? [MBA- 2016]

OR

Discuss the relevance of strategic management for any business organization.

Relevance of Strategic Management for any business organization

[MBA- 2015] 1

PROCESS OF STRATEGIC MANAGEMENT

Process of Strategic Management

Q.2. Explain the process of Strategic Management in an Organization.

Process of Strategic Management in an Organization

[MBA- 2012]

OR

Describe the process of Strategic Management. What are the various issues involved in it?

[MBA- 2011]

Issues involved in Strategic Management

11

LEVELS OF STRATEGY/ LEVELS OF STRATEGY

Q.3. Write a note on Levels of Strategy.

Levels of Strategy

[MBA- 2012]

OR

Define "Levels of Strategy" and role of strategists.

Definition of Levels of Strategy and role of strategists

15

BUSINESS POLICY/ BUSINESS POLICY

Q.4. Define the term Business Policy. Explain its nature, characteristics, needs, objectives, merits and demerits.

Business Policy: Nature, Characteristics, Needs, Objectives, Merits and Demerits

OR

Describe the concept and foundations of Business Policy.

Concept and Foundations of Business Policy

20

Q. 5. Explain elements of a Strategic Plan.

Elements of a Strategic Plan

[MBA- 2014]

28

CORPORATE PLANNING & STRATEGIC MANAGEMENT

QUESTION BANK

Q.6. What do you mean by Corporate Planning? Explain its objectives & purposes.

OR

Describe the constituents, characteristics and process of Corporate Planning.

30

SINGLE AND MULTIPLE SBU ORGANIZATIONS

QUESTION BANK

Q.7. Compare and contrast strategy making in the case of Single and Multiple SBU Organizations.

What do you mean by "SBU"? Explain its characteristics and different level of strategies in Single and Multiple SBUs.

OR

"SBU" go Amn S` mg_PVoh? BgH\$ {defVmAnjH\$nni>H\$(OE VVm qgJb VVm _pe0nb SBUs _jno0Org H\$ AbJ-AbJ bolæg H\$no^r nni>H\$(O`

37

STRATEGIC DECISION MAKING PROCESS/

Q.8. Briefly explain different types of strategic decision making processes.

Critically explain, taking suitable illustrations, Strategic Decision Making Process.

OR

What do you mean by "SBU"? Explain its characteristics and different level of strategies in Single and Multiple SBUs.

[MBA-2014]

42

UNIVERSALITY OF STRATEGIC MANAGEMENT/

Q.9. Write a note on Universality of Strategic Management.

Who are the Strategists at Corporate and SBU level?

50

STRATEGISTS AT CORPORATE LEVEL AND SBU LEVEL

QUESTION BANK

Q.10. Discuss the roles that major strategists play in strategic management.

Who are the Strategists at Corporate and SBU level?

OR

Who are the Strategists at Corporate and SBU level?

Who are the Strategists at Corporate and SBU level?

53

INTERPERSONAL, INFORMATIONAL AND DECISION ROLES OF A MANAGER
 ZDa H\$ BQangZc, B\$nf_eZc VWm {S{gOZ g\$Yr ^f_H\$E\$

Q.11. Explain Role of a Manager in strategic management process.

nOa(OH\$ _ZO _D>angg _|_ZOa H\$ ^f_H\$mH\$mnni>H\$\$(OE&

OR

Explain the Interpersonal, Informational and Decision Roles of a Manager.

{H\$gr _ZOa H\$ BQangZc, B\$nf_eZc VWm {S{gOZ g\$Yr ^f_H\$mAnH\$ i`m> mH\$\$(OE&

58

Unit- 2. Mission, Business Definition & Objectives

MISSION/ {eZ

Q.12. Explain the term mission. How do organizations formulate their Mission?

{_eZ eäX H\$ng_PnB` & AnDZnBOeYg CZH\$m_{_eZ H\$go~ZnVoh?

[MBA- 2015]

OR

Define the term 'Mission'./ '{_eZ' eäX H\$mna^mfV H\$\$(OE&

[MBA-2014]

65

VISION/ {dOZ

Q.13. Explain the term vision./ {dOZ eäX H\$mdUZ H\$\$(OE&

[MBA- 2015]

OR

Write a note on Vision./ {dOZ na EH\$ {O\$Ur {c{I E&

[MBA- 2012]

74

BUSINESS DEFINITION/ {-OZg S\$Zez

Q.14. Explain the concept of Business Definition./ {-OZg S\$Zez H\$ AdYmaUmng_PnB` &

OR

What are the levels of Business Definition?/ {-OZg S\$Zez H\$ nVa S`mh?

79

NEED, FORMULATION, CHANGES AND HIERARCHY OF OBJECTIVES CXXó` n H\$ Andí` H\$Vm, {Z_nE, n[adVZ VWm H\$_

Q.15. Differentiate between Mission and Objectives. Explain the hierarchy of objectives.

{_eZ VWmCXXó` n H\$ ~rM AYVa ~VnB` & CXXó` n H\$ H\$_g_PnB` &

[MBA- 2016]

OR

Explain the term objectives./ CXXó` eäX H\$mdUZ H\$\$(OE&

[MBA- 2015]

84

GOALS/ Jnëg

Q.16. Explain the term goals./ Jnëg eäX H\$mdUZ H\$\$(OE&

[MBA- 2105]

OR

What do you mean by Goals? What are their characteristics?

Jnëg goAmn S`mg_PVoh? BZH\$ S`m{defVnE-sh?

96

Unit- 3. Environmental Analysis

SWOT ANALYSIS / SWOT

Q.17. Briefly explain different elements considered under SWOT analysis and their importance in Strategy Formulation.

SWOT Analysis is a strategic planning tool that helps an organization identify its internal strengths and weaknesses, and external opportunities and threats. It is used to assess the organization's current position and to develop a strategic plan. The importance of SWOT analysis in strategy formulation lies in its ability to provide a clear understanding of the organization's internal and external environment, which is essential for developing a competitive strategy.

[MBA- 2016] 101

GENERAL, INDUSTRY AND INTERNATIONAL ENVIRONMENTAL FACTORS
 General, Industry and International Environmental Factors

Q.18. Explain the General, Industry and International Environment Factors.

General, Industry and International Environmental Factors

109

ANALYSIS OF ENVIRONMENT /

Q.19. What are the Environmental Factors to be discussed before formulation of strategic plan?

Environmental factors to be discussed before formulation of strategic plan

OR

Discuss the Environmental Factors to be analyzed for developing a strategic plan.

Environmental factors to be analyzed for developing a strategic plan

113

DIAGNOSIS / APPRAISAL OF ENVIRONMENT & FACTORS AFFECTING IT
 Diagnosis / Appraisal of Environment & Factors Affecting It

Q.20. What aspects does Environmental Appraisal deal with?

Environmental Appraisal deals with the following aspects:

OR

What are the different types of factors which affect the process of Environmental Appraisal?

Different types of factors which affect the process of Environmental Appraisal

122

ENVIRONMENTAL THREAT AND OPPORTUNITY PROFILE (ETOP)
 Environmental Threat and Opportunity Profile (ETOP)

Q.21. Identify the factors that could create opportunity or threat for Indian software companies in near future. How changes in value of dollar can affect the fortunes of Indian Software Industry as a whole.

Factors that could create opportunity or threat for Indian software companies in near future. Changes in value of dollar can affect the fortunes of Indian Software Industry as a whole.

[MBA- 2017] 125

INTERNAL STRENGTHS AND WEAKNESSES: FACTORS AFFECTING
 An/yaH\$ e{°\$` n\$ VWmH\$_Onpa` n\$ à^m(dV H\$aZodmcoH\$naH\$

- Q.22. Explain with examples: / CXnhaU g(hV g' PnBE:**
 (a) Value chain Approach/ dē`yMiz EànM
 (b) Competitive Advantage/ H\$npàn{O`Od ES`dnD [MBA- 2017]

OR

What is Value Chain Analysis? Discuss its importance for business and functional level strategies and explain how is it different.

dē`yMiz EZn{b{gg goAmH\$mS` mVnĒn` 9i? {-OZg Ed\$`\$eZc calc n00Org H0 {cE BgH0
 _hEd H\$m_g_PnBE Ed\$` h g_PnBE {H\$` h {H\$g àH\$na {^YZ h& [MBA- 2013] 130

TECHNIQUES OF INTERNAL ANALYSIS/ B`O-Ze EZn{c{gg H\$s VHSZrH\$

- Q.23. Explain with examples: / CXnhaU g(hV g' PnBE:**
 (a) Core Competence/ H\$m H\$npànO`g (b) Benchmarking/ ~VM' n(H\$J [MBA-2017]

OR

Explain Internal Analysis. / B`O-Ze EZn{c{gg H\$s i` m>` mH\$s{OE& 138

STRATEGIC ADVANTAGE PROFILE (SAP)/ n00{OH\$ ES`dnD àn\$BC

- Q.24. SAP tries to find out organizational strengths and weaknesses within particular industry. What are the four basic sources of critical success factors identified? SAP {def CÚm H0 A&a AnDZnBOeZb ep³V VWmH\$' Onar knV H\$aZoH\$m à`img H\$aVm h& nhMmZwJ`o' hEdnJ`g' \$bVm H\$naH\$m}H0 Mna ànW{` H\$` dnV` ³`m h? [MBA- 2017] 145**

- Q.25. Resource Based View defined capability as the ability of a bundle of resources to perform an activity. Represent it mathematically and define each term.**
 [agm9`-nS>i` yEH\$ J{V{d{Y gånYZ H\$aZoH0 {bE ggymYZn}H0 EH\$ g`h H\$s` n02 Vm H0 e\$ñ |
 n{a^m{fV {H\$` mJ` mh& Bgw{UVr` e\$ñ gånVW H\$s{OE VWmàE` b\$ eàX H\$mn{a^m{fV H\$s{OE& [MBA-2017] 150

Unit- 4. Strategy Alternatives

GRAND STRATEGIES AND THEIR SUB-STRATEGIES
 J`S>n00Org VWm CZH\$s g--n00Org

- Q.26. What are Grand Strategies and their sub-strategies? Explain with examples.**
 J`S>n00Org VWm CZH\$s g--n00Org ³`m h? CXnhaU g(hV dU2 H\$s{OE& [MBA- 2016]

OR

What do you understand by "Directional Strategies"? Discuss its various types and explain them with the help of suitable examples.

"S`n{a`eZb n00Org" goAm ³`m g' PVoh? BgH0 {d{^YZ àH\$nan}H\$s i`m>`m H\$s{OE VWm
 Cn`m{V CXnhaU H\$s ghm{VmgOYh}g' PnB`& [MBA- 2015] 155

DIMENSIONS OF GRAND STRATEGY/ JfS>n00Or H0 Sxñ _ÙeYg

Q.27. Explain the various dimensions of Grand strategy.

JfS>n00Or H0 {d(^P Sxñ _ÙeYg Hs i` m»` mHs(O` Ì

OR

Give the reasons for adopting any of these strategies.

BZ_|go{H\$gr ^r n00Or H\$noAnZmZohv/wH\$naU Xr(O` Ì

163

STABILITY STRATEGY/ ñ0f~(b0x n00Or

Q.28. Distinguish between Expansion and Stability Strategy with the help of suitable examples. [MBA- 2015]

E³gnmE Z VWmñ0f~(b0x n00Or H0 ~rM Cn¶V CXnhaUn¶Hs ghm¶VmgOAS/a ~VnB¶

OR

Write a short note on Stability Strategy.

ñ0f~(b0x n00Or na gjj á {08nUr {c{I` Ì

[MBA- 2013] 166

EXPANSION STRATEGY/ EŠgnmYez n00Or

Q.29. Define any two co-operative strategies with practical world examples. [MBA- 2017]

{H\$Yht XnoH\$no Anha(Oed n00Or Org H\$no¶ndhm{aH\$ {díd CXnhaUn¶H0 gmW n{a^nfV Hs(OE&

OR

Distinguish between Expansion and Stability strategy with the help of suitable example. [MBA- 2015]

E³gnmE Z VWmñ0f~(b0x n00Or H0 ~rM Cn¶V CXnhaU Hs ghm¶VmgOAS/a ~VnB¶

172

Q.30. Distinguish between the following pair of grand strategies with suitable example of each: Leveraged buyout and Spin off.

n00Or Org H0 {ZáZ{b{I V ¶H H0 ~rM àE¶b\$ H0 Cn¶V CXnhaU g{hV AS/a ~VnB¶o brdaO
~n¶AnCO>VWmpñnZ Anf \$ &

[MBA- 2017] 188

Q.31. Give some examples of exit barriers for an organization. How do they affect competition in those industries? (Explain by taking an example).

EH\$ AnWZnBOez H0 {bE Ep³OO>~{a¶g¶H0 H¶N>CXnhaU Xr(OE& doCZ CÚm¶¶' |à{VñnYn¶H\$no
H\$goà^nf{dV H\$aVoh? (EH\$ CXnhaU Xb\$sa dU² Hs(OE)

[MBA- 2017] 190

RETRENCHMENT, COMBINATION AND INTERNATIONAL STRATEGIES
[aQ¶_¶Q,>H\$npa~ZeZ VWm BQaZeZc n00Or Org

Q.32. Distinguish between the following pair of grand strategies with suitable example of each: Liquidation and Bankruptcy.

JnS>n00Or Org H0 {ZáZ{b{I V ¶H H0 ~rM àE¶b\$ H\$no Cn¶V CXnhaU H0 gmW AS/a ~VnB¶o
{bp³dSae Z VWm ~H\$saBQgr&

[MBA- 2017] 191

Unit- 5. Strategic Choice & Analysis

STRATEGIC CHOICE / **STRATEGIC CHOICE**

Q.33. What is Strategic Choice?

OR

Analyze the Strategic Choice Making.

MANAGERIAL CHOICE FACTORS/ **MANAGERIAL CHOICE FACTORS**

Q.34. Explain the various factors influencing the Strategic Choice.

207

PROCESS OF STRATEGIC CHOICE/ **PROCESS OF STRATEGIC CHOICE**

Q.35. How is Strategic Choice narrowed down?

213

STRATEGIC GAP ANALYSIS/ **STRATEGIC GAP ANALYSIS**

Q.36. Discuss the need for strategic GAP Analysis and how is it done?

[MBA-2013]

OR

Write a short note on Strategic Gap Analysis.

217

ETOP-SAP MATCHING/ **ETOP-SAP MATCHING**

Q.37. Assume a relative set of ETOP-SAP and assimilate the information contained in these profiles to suggest alternatives for a firm.

222

BCG PRODUCT PORTFOLIO MATRIX/ **BCG PRODUCT PORTFOLIO MATRIX**

Q.38. How GE screen is more advantageous than BCG matrix? Critically evaluate both and answer.

[MBA- 2017]

OR

Discuss BCG Product- Portfolio Matrix and its applications in developing strategy alternatives.

[MBA- 2016] 227

GE NINE CELL PLANNING GRID/ GE ZnBZ go BcmZJ {J&>

Q.39. How GE screen is more advantageous than BCG matrix? Critically evaluate both and answer.

BCG ' {0>g H\$s Anj m GE nH&sZ A{YH\$ bmr^Xm|H\$ H\$gohi? Xnizn|H\$AmArbnMZnE' H\$ ' yE¶n&H\$Z H\$s{OE VWmCÉVa Xr{OE& [MBA- 2017]

OR

Write a short note on GE Nine Cell Planning Grid.

GE ZnBZ go BcmZJ {J&>na EH\$ g{ j BV {0&nUr {b{I E& [MBA- 2016] 233

CONTINGENCY STRATEGIES/ H\$¶Y0Y0gr n000Org

Q.40. Explain contingency strategies with illustrations.

H\$¶Y0Y0gr n000Org H\$mgCXrhaU g_PnBE& [MBA- 2014] 241

PRESCRIPTIONS FOR CHOICE OF BUSINESS STRATEGY
{~OZg n000Or H\$s MnBg H0 {bE {apnH&BeYg

Q.41. Discuss the Prescriptions for Choice of a Business level Strategy.

{H\$gr {-OZg bdb n000Or H\$s MnBg H0 {bE {apnH&BeYg ((d{Y` n) na MMmH\$s{OE&

OR

What are the Prescriptions for Choice of Business Strategy?

{H\$gr {-OZg bdb n000Or H\$s MnBg H0 S` m{apnH&BeYg ({ZX)e) h? 243

CHOOSING INTERNATIONAL STRATEGIES/ BY0aZeZb n000Org H\$mM` Z

Q.42. Write a short note on International Strategies.

BY0aZeZb n000Org na g{ j BV {0&nUr {b{I ` & [MBA- 2013]

OR

How does a firm choose the strategies for international market?

BY0aZeZb nH\$0>H0 {bE H\$¶B&\$_¶H\$g àH\$ma n000Org H\$mM` Z H\$aVr h? 245

Q.43. Explain the Process of Strategy Formulation. Illustrate your answer with the help of examples. [MBA- 2015]

n000Or ' \$n¶¶)BeZ H\$s àngg H\$mg' PnBE& CXrhaU H\$s ghm¶VmgAnZoCÉVa H\$mnin0>H\$s{OE& 250

Q.44. What are the advantages and disadvantages of being a first mover in an industry? Give some examples of first moves and late mover firms. Were they successful or not? Explain.

{H\$gr CÚm¶ _|¶\$n0¶_¶la ~ZoahZoH0 cm^ Ed\$hm{Z` maH\$¶Z-H\$¶Z gr h? \¶n0¶_¶la Ed\$co>_¶la \\$_¶H0 H&¶N>CXrhaU Xr{OE& S` m dog\sc WoAWdmZht? g_PnBE& [MBA- 2013] 253

Q.45. How can with the help of Ansoff Matrix growth options for an organization be judged? Describe all its growth options in detail with examples.

EH\$ AmU¶nBoeZ H0 {bE EZgm¶ \$ ' {0>g JmV {dH\$en H\$s ghm¶VmgH\$go{ZU¶¶ {H\$¶m Om gH\$Vm h? BgH0 g^r JmV An¶inYg H\$m CXrhaU g{hV {dñVma godU¶ H\$s{OE& [MBA- 2017] 257

Unit- 6. Strategy Implementation

STRATEGY IMPLEMENTATION : CONCEPT / **OR** BARRIERS TO STRATEGY IMPLEMENTATION

- Q.46. Briefly explain different components of strategy implementation.**
 BARRIERS TO STRATEGY IMPLEMENTATION / **OR** BARRIERS TO STRATEGY IMPLEMENTATION
 [MBA-2016] 265

BARRIERS TO STRATEGY IMPLEMENTATION / **OR** BARRIERS TO STRATEGY IMPLEMENTATION

- Q.47. Discuss the various Barriers to the Strategy Implementation.**
 Explain the factors which act as a Barrier to the Strategy Implementation.
 [MBA-2016] 272

PROCESS OF STRATEGY IMPLEMENTATION / **OR** BARRIERS TO STRATEGY IMPLEMENTATION

- Q.48. How the Strategies get Implemented? / **OR** How the Strategies get Implemented?**
OR
 What is the relationship between Strategic Inputs and Strategic Actions and why it is important to understand the same?
 [MBA-2016] 277

PROJECT AND PROCEDURAL IMPLEMENTATION / **OR** PROJECT AND PROCEDURAL IMPLEMENTATION

- Q.49. Discuss Project and Procedural Implementation.**
 Write a short note on: 'Procedural Implementation'.
 [MBA-2016] 280

RESOURCE ALLOCATION / **OR** RESOURCE ALLOCATION

- Q.50. Resource allocation is one process of functional policy implementation." Explain what is involved in it? How is it important for strategy implementation?**
 [MBA-2017] 286

STRUCTURAL IMPLEMENTATION / **OR** STRUCTURAL IMPLEMENTATION

- Q.51. Would you recommend a divisional structure by geographic area, product, consumer or process for a medium sized bank in your city? Why?**
 [MBA-2017] 289

PLAN AND POLICY IMPLEMENTATION OR FUNCTIONAL IMPLEMENTATION

PLÁN A POLITIKY IMPLEMENTACE NEBO FUNKČNÍ IMPLEMENTACE

Q.52. Write a short note on: 'Functional Implementation'.

'\ŠeZc Bpábc_ŮeZ' na gšj á {0šnUr {c{I`k

OR

What are Functional Strategies and how can they be implemented?

\ŠeZc nŃOr Š`m hč VWm BÝh| {Hšg àHšma Bpábc_D> {Hš`m Om gHšVm hš?

302

LEADERSHIP IMPLEMENTATION/ crSa(en Bpábc_DeZ

Q.53. Discuss briefly the Leadership aspects of Strategy Implementation.

nŃOr Bpábc_ŮeZ Hš crSa(en AmššŃg na gšj m _| MMmPHš(O`k

[MBA-2012]

OR

Write a short note on Leadership Implementation.

crSa(en Bpábc_ŮeZ na gšj á {0šnUr {c{I`k

314

BEHAVIOURAL IMPLEMENTATION/ {-hčd`ac Bpábc_ŮeZ

Q.54. Discuss briefly the Behavioural aspects of Strategy Implementation.

nŃOrHš Bpábc_DeZ Hš {-hčd`lab EššŃg Hšm dUž Hš(OE&

[MBA-2012]

OR

What are the various aspects of Behavioural Implementation? Discuss.

{-hčd`ac Bpábc_ŮeZ Hš {d{^ÝZ EššŃg Š`m hč? MMmPHš(OE&

[MBA-2011]

319

IMPLEMENTING STRATEGY IN INTERNATIONAL SETTING

BÝQaZeZc gq> _| nŃOr HšmBpábc_Ů>HšaZm

Q.55. How does strategy implemented in International setting?

BÝQaZeZb gq> _| nŃOr Hšm Bpábc_DeZ Hšgo {Hš`m Om/m hš?

[MBA-2014]

OR

How the strategies are implemented at international levels?

BÝQaZeZb bolég na nŃOr Hšm {Hšg àHšma Bpábc_Ů> {Hš`m Om/m hš?

323

Unit- 7. Strategy Evaluation and Control

STRATEGY EVALUATION / nŃOr Bde`FeZ

Q.56. What is Strategy Evaluation?/ nŃOr Bde`FeZ Š`mhš?

[MBA-2012]

OR

Who are the participants in Strategic Evaluation? Discuss their roles and point out the requirements for effective Evaluation.

nŃOr Hš Bde`FeZ Hš à{V^mšr HšmZ hč? CZHšs ^f_Hšm VWm à^mšr _p` nšZ Hš {cE CZHšs

Andř HšVmHšs MMmPHš(OE&

[MBA-2011]

335

STRATEGIC CONTROL /

Q.57. Distinguish strategic control from operating control with example of each. What are the types of strategic control? Explain all with suitable examples from organization.

[MBA-2017]

Strategic control is the process of monitoring and evaluating the organization's performance against its strategic objectives. Operating control is the process of monitoring and evaluating the organization's performance against its operational objectives.

OR

Write a short note on strategic control.

Strategic control is the process of monitoring and evaluating the organization's performance against its strategic objectives.

[MBA-2016] 340

CONTROL AND EVALUATION PROCESS /

Q.58. Briefly explain Strategic Control Process.

The strategic control process involves monitoring and evaluating the organization's performance against its strategic objectives.

[MBA-2015] 346

MOTIVATION TO EVALUATE /

Q. 59. "If the control system is to work effectively, managers must be motivated to use it, and the rewards must be based on the standards established by the control system." Elucidate this statement.

Managers must be motivated to use the control system, and the rewards must be based on the standards established by the control system.

351

CRITERIA FOR EVALUATION /

Q.60. Discuss the Criteria for Evaluation.

The criteria for evaluation include performance, quality, and cost.

353

TECHNIQUES FOR EVALUATION AND CONTROL

Briefly explain the following:

Q.61. Write notes on the following: Techniques of Strategic Evaluation and Control.

Techniques of Strategic Evaluation and Control include SWOT analysis, Porter's Five Forces, and the BCG Matrix.

357

- ❖ HOW TO SOLVE THE CASE? 363
- ❖ CASE STUDY 368
- ❖ SOLVED QUESTION PAPERS
- ❖ T-20 QUESTIONS

□ □