

IMBA CSM Sem.-6 Examination

CSM_BBA_DSE-2

BPSM

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Question 1 Answer the following questions:

- i. Define Strategic Management and explain its importance in modern business organizations. Highlight how it contributes to long-term organizational success. 7Marks
- ii. Discuss the key steps involved in the Strategic Management process. How does each step contribute to the formulation and implementation of effective strategies? 7Marks

OR

- i. Critically analyze the impact of globalization on strategic decision-making. How should businesses adapt their strategic models in a globalized environment? 7Marks
- ii. Explain the concept of a learning organization. How can creating a learning organization support strategic management and enhance competitive advantage? 7Marks

Question 2 Answer the following questions:

- i. Explain the concept and process of strategic planning. How does it differ from other types of planning such as tactical and operational planning? 7Marks
- ii. Differentiate between vision, mission, objectives, and goals of a business organization. How do these elements influence strategic decision-making? 7Marks

OR

- i. Discuss various types of corporate strategies with a focus on growth and diversification. Provide examples to illustrate each type. 7Marks
- ii. What are core competencies? How can organizations leverage their core competencies in crafting successful business-level and functional-level strategies? 7Marks

Question 3 Answer the following questions:

- i. Explain how organizational structure, values, and ideologies influence the implementation of strategy. Provide suitable examples. 7Marks
- ii. Discuss the McKinsey 7S Framework. How can it be used as a tool to align various elements of an organization during strategy implementation? 7Marks

OR

- i. What is the role of resource acquisition and development of competencies in effective strategy implementation? Illustrate with real-world examples. 7Marks
- ii. Describe the stages of an organizational life cycle. How do management and control practices vary across these stages? 7Marks

Questions 4 Answer the following questions:

- i. Discuss the role of internal analysis in strategic management. Explain how tools like value chain analysis and VRHN framework help in identifying a firm's distinctive competencies. 7Marks
- ii. What is SWOT Analysis? How can a business use SWOT in combination with external environmental scanning to formulate effective strategies? 7Marks

OR

