

Code No: 154CR**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech II Year II Semester Examinations, April/May - 2023****STRATEGIC MANAGEMENT****(Computer Science and Business Systems)****Time: 3 Hours****Max. Marks: 75****Note:** i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART – A**(25 Marks)**

- 1.a) Is strategic management essential only for big companies? Why and why not? [2]
- b) Briefly explain how mission is different from goals. [3]
- c) Why is competitive advantage, the focus of strategic management? [2]
- d) Why should environmental scanning be a continuous activity? [3]
- e) Why strategy formulation involves top management? [2]
- f) What is the place of merger as the growth strategy? [3]
- g) Describe the steps in developing programs. [2]
- h) What is divisional organization structure? [3]
- i) Who are the key personnel involved in strategic control? [2]
- j) What is the significance of synergy in strategy implementation? [3]

PART – B**(50 Marks)**

- 2.a) What are the benefits of strategic management?
- b) Bring out the nature of differences in regard to decisions at various levels of strategy. [5+5]

OR

- 3.a) Clearly explain the differences between operational management and strategic planning.
 - b) Brief on ethics in strategic management. [5+5]
- 4.a) Explain the importance of SWOT analysis in strategic decisions.
 - b) What is the role of gap analysis in the process of decision making? [5+5]

OR

- 5.a) What do you understand by core competencies? Illustrate your answer with an example.
- b) Bring out the importance of value chain analysis in strategy formulation. [5+5]

6. What are the challenges in strategy formulation? Discuss the steps of strategy formulation. [10]

OR

7.a) Why the linkage between strategic planning and marketing strategy is very vital?

b) Establish the imperative for 'IT strategy' for growth-oriented organization. [5+5]

8.a) How does organization culture impact strategy implementation?

b) Discuss the matrix organization structure and the purpose served by it. [5+5]

OR

9.a) Briefly examine how values and culture are specific to an organization.

b) What is the role of budgets in strategy implementation? [5+5]

10.a) What is the need for strategic control system?

b) Briefly explain the process of using Key Success Factors in strategic control. [5+5]

OR

11.a) What is the difference between feed-forward and feed-back control systems?

b) What is strategy audit? How does it differ from financial audit? [5+5]

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