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Code No: 154CR

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B.Tech II Year II Semester Examinations, August/September - 2022

STRATEGIC MANAGEMENT

(Computer Science and Business Systems)

Time: 3 Hours

Max.Marks:75

**Answer any five questions
All questions carry equal marks**

- 1.a) How can a strong focused vision be the basis for strategic planning of an organization?
b) Briefly discuss the importance of good ethical practices in business, for long term growth of the organization. [8+7]
- 2.a) Explain the importance of defining organizational goals in clear, specific, and measurable terms.
b) How does strategic planning differ from operational planning? And examine the role of strategists in decision making [8+7]
- 3.a) Describe SWOT analysis as a way to guide internal analysis of organization. What makes this exercise essential and so crucial setting of business objectives to organization?
b) How an organization allocate resources for improving its competencies. [10+5]
- 4.a) What do you understand by core competence of an organization? Illustrate your answer with examples of distinct core competence of any of the Indian companies.
b) What is value chain analysis? [8+7]
- 5.a) What is merger? What are the various types of mergers? What are the advantages of merger as growth strategy?
b) Brief on the elements of strategy formulation at corporate level. [8+7]
- 6.a) What is retrenchment? What are the causes for adopting retrenchment strategy?
b) What is transformational leadership? [9+6]
- 7.a) What are the various types of organizational structures? Highlight the importance of organizational structure in strategy implementation.
b) Explain the stages of strategy implementations. [8+7]
- 8.a) What is the principle of synergy? Illustrate your answer with suitable examples.
b) Outline the purpose of strategic control. [8+7]

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