

**Code No: 154CR****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech II Year II Semester Examinations, February - 2024****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) How does strategy differ from tactics? [2]
- b) Why should mission statement align with the 'vision' of the organization? [3]
- c) How Opportunities and Threats are external factors to organization? [2]
- d) Why is environmental analysis, the first stage of strategic planning? [3]
- e) What is product positioning strategy? [2]
- f) What is the importance of ROI in formulation of financial strategy? [3]
- g) Is a manager always a leader? Very briefly explain. [2]
- h) What are the advantages of matrix organizational structure? [3]
- i) Who are the key stakeholders of a business organization? [2]
- j) How can synergetic effect be achieved in strategic control? [3]

**PART – B****(50 Marks)**

- 2.a) What is a mission statement? What are its characteristics?
- b) What is the nature of differences in regard to decisions at various levels of strategy? [5+5]

**OR**

- 3.a) How should goals be framed?
- b) Briefly discuss the importance of strategic planning in organizations. [5+5]
- 4.a) Why should 'sustainable competitive advantage' be the strategic goal of business organizations?
- b) What is the role of value chain analysis in strategic formulation? [5+5]

**OR**

5. What are the internal variables to be focused on for environmental analysis? Elaborate your answer. [10]

- 6.a) How does risk in investment result in diversification?  
b) What is strategic alliance? [5+5]

**OR**

- 7.a) Discuss the need for Information Technology strategy even for companies engaged in brick-and-mortar type of business.  
b) What is the market expansion strategy? [5+5]

8. What do you understand by organizational culture? Is it distinct for every organization? How does it affect strategy implementation and work relations among employees? [10]

**OR**

- 9.a) Highlight the importance of organization structure in strategy implementation.  
b) What is the budget? What is budgetary control? [5+5]

- 10.a) What are the steps in the strategic control process?  
b) Explain the concept of synergy. How does it affect work? [5+5]

**OR**

- 11.a) What are the types of control systems? Briefly discuss.  
b) What are the emerging challenges for strategic management in the global economy? [5+5]

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