

**R18**

Code No: 154CR

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**B. Tech II Year II Semester Examinations, September/October - 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) What are the consequences of absence of ethics in the management process? [2]
- b) What is the essential difference between strategic planning and operational planning? [3]
- c) Is business environment static or dynamic? What is its real nature? [2]
- d) Why scientific forecasting is an imperative for business organizations? [3]
- e) What is the nature of SBUs classified as Dogs under BCG matrix? [2]
- f) Why mergers are not always successful? [3]
- g) For which purpose matrix organizations are highly suited? [2]
- h) What is organizational climate? [3]
- i) What is feed forward control system? [2]
- j) What do you understand by the term globalized economy? [3]

**PART – B**

**(50 Marks)**

- 2.a) Why is strategic planning necessary?
- b) Mission statement of an organization should reflect the organizational purpose. Do you agree? Elucidate your answer. [5+5]

**OR**

- 3.a) List out the major dimensions of strategic decisions.
- b) Why is it important to have formal objectives/goals for the organization? [5+5]

- 4.a) What is the need for environmental scanning?
- b) Bring out the advantages of identifying core competencies of an organization. [5+5]

**OR**

- 5.a) What are the major factors of categorization of environment for the convenience of analysis?
- b) Describe the utility of profile of environmental threat and opportunity (ETOP) developed for an organization. [5+5]

- 6.a) Briefly enumerate the integrated approach to strategic formulation.  
b) What role training and development play in shaping HR strategy of an organization? [5+5]

**OR**

- 7.a) What is the importance of analyzing cultural context when making strategic choice?  
b) Evaluate 'Optimal product mix' as marketing strategy. [5+5]

8. Can budgeting be effective means of resource allocation for strategic implementation? Discuss. In this context, examine other approaches that are available. [10]

**OR**

- 9.a) Bring out the role of top management in strategic implementation process.  
b) What is the relevance of organizational structure to strategy implementation? [5+5]

- 10.a) Briefly highlight the difficulties in evaluation of strategy.  
b) What are the barriers to strategic control? [5+5]

**OR**

- 11.a) How can top management make strategic control effective?  
b) What is the importance of strategic control? [5+5]

---ooOoo---

PAPERS-2023