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**DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022**

SEM: VIII 551/552 MG 81 STRATEGIC MANAGEMENT

Time: 3 Hours

Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) What is the goal of strategic management? **(3 Marks)**
b) Distinguish between strategy and tactics. **(5 Marks)**
c) Explain in detail the features of business policy. **(12 Marks)**

2. a) Clarify shortly the purpose of strategic intent. **(4 Marks)**
b) Explain shortly the importance of mission, vision and value in strategy intent. **(4 Marks)**
c) Define the business. **(2 Marks)**
d) Explain the generic difference between goods and services. **(10 Marks)**

3. a) Explain shortly the steps for the strategy formulation. **(10 Marks)**
b) Explicate the factors in organizational analysis. **(10 Marks)**

4. a) Explain all the barriers to strategy implementation. **(10 Marks)**
b) Describe shortly the process of strategy implementation. **(10 Marks)**

5. a) Explain four criteria of Richard Rumelt model in strategic evaluation. **(10 Marks)**
b) Describe the major reasons that contribute to the failure of the well-planned strategy by an organization. **(10 Marks)**

6. a) Illustrate the characteristics of an effective strategic evaluation. **(10 Marks)**
b) Elucidate the major reasons that leads to difficulties in strategic evaluation. **(10 Marks)**

7. a) Explain the approaches to environmental scanning. **(10 Marks)**
b) Describe the types of benchmarking. **(10 Marks)**