

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

B.Tech III Year II Semester Supplementary Examinations May/June-2024

STRATEGIC MANAGEMENT

(Common to ECE, CSE, CSIT & ME)

Time: 3 Hours

Max. Marks: 60

(Answer all Five Units 5 x 12 = 60 Marks)

UNIT-I

- 1 Explain how the strategic management process can be applied to an organization. CO1 L3 12M

OR

- 2 Explain with example the terms Mission, the Vision, and the Strategic Intent Statements. Why and when is there likely to be conflict between them? CO1 L4 12M

UNIT-II

- 3 Strategic analysis and choice is very important before closing down any unit. Do you agree? Explain with the help of BCG Matrix and GE nine cell matrixes. CO2 L4 12M

OR

- 4 Briefly explain how the SWOT analysis and TOWS matrix are used in a newly budding organization. CO2 L3 12M

UNIT-III

- 5 Illustrate and explain the organizational structure of a multiproduct company. Give suitable examples. CO4 L4 12M

OR

- 6 What are the types of organization structure? Explain its merits and demerits. CO4 L4 12M

UNIT-IV

- 7 Explain briefly defensive strategies with suitable examples. CO4 L4 12M

OR

- 8 What is strategic leadership? Who is strategic leader? CO4 L1 12M

UNIT-V

- 9 What is Benchmarking? Explain the role of a strategist in evaluating the performance using benchmarking? CO6 L4 12M

OR

- 10 a What is Strategic Information System? What ways does it help the management to make informed decisions? CO6 L3 6M

- b What is strategic control system explain with help of examples? CO6 L3 6M

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