

MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
FINAL EXAMINATION: 2021
MASTER OF BUSINESS ADMINISTRATION (MBA)
SEMESTER-III

Subject: Strategic Management

Course Code: MGT 531

Full Marks: 50

Time: 3 Hrs

You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.

Long Answer Questions (5×10 = 50 Marks)

1. Strategic management may simply be referred to as real-time management and the universal reality in strategic management is that despite numerous challenges and uncertainties, the high performing organizations are mostly successful in keeping themselves above the crowd of competition. What could be the reasons of their success? Discuss it in respect with the strategic specifications of a high performing organization that you considered as your open-source learning institution during your course work on Strategic Management. [10]
2. Due to prevalence of Covid-19 Pandemic situation across the world, the organizational responses to micro, meso and macro level environments might have gone through a swift transformation. How would you justify this statement? Please try to take reference of some institutional actions that are evidential today. [10]
3. Briefly discuss the process of strategic analyses, design, and implementation. [10]

OR

Briefly discuss the process of external and internal analysis in strategic management. [10]

4. How would you signify the importance of BCG Product Portfolio Analyses and GE Nine-Cell Matrix in strategic analyses process? Discuss. [5+5]
5. Taking the reference of the case organization that you considered as a continued open-source learning during the course work on Strategic Management, perform its SWOT analyses. [10]

OR

Identify and explain at least three strategic control techniques that are more suitable in the present situation of Post-Covid-19 Pandemic situation facing global tourism and hospitality industry. [10]

THE END