

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : Strategic Management

Subject Code : MBA03C301

Date : 01-03-2026

Time : 11:30AM TO 01:45PM

Max Marks : 70

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Explain how organizational culture , values , norms and artifacts are important component of an organizations identity. Give your views.
- (2) What is company report? Write the types of company report.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) What is internal environmental analysis? Write importance of internal environment analysis.
- (2) What is Business level strategy? Explain the importance of it.

Q.-3. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Explain relation between organizational design and competitive advantage.
- (2) Explain PEST analysis.

Q.-4. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe the types of business level strategy.
- (2) Describe industry life cycle analysis.

Q.-5. Write short notes on any three of the following topics. (9)

- (1) Explain about determinations of national advantage.
- (2) State and explain types of innovation.
- (3) Explain disadvantages of Strategic management?
- (4) Write a note on Strategic control and reward systems.
- (5) Describe about strategic and social entrepreneurship.

Q.-6. Choose the correct option (A, B, C, or D). (5)

(1) _____ encompasses the processes, customs, policies, laws, and institutions that influence the direction, administration, and control of a corporation.

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|-------------------------|----------------------|
| A) Strategic Control | B) Value creation |
| C) Corporate Governance | D) None of the above |

(2) What is the primary purpose of strategic control in the strategic management process?

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|---|------------------------------------|
| A) To dictate organizational culture | B) To set financial targets |
| C) To monitor and regulate strategic activities | D) To manage external partnerships |

(3) Which of the following is an example of an economic risk in international business?

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| A) Government regulations | B) Cultural differences |
| C) Currency exchange rate fluctuations | D) Language barriers |

(4) What is the primary objective of international strategy?

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|-------------------------------------|-----------------------------------|
| A) Maximizing domestic market share | B) Minimizing competition |
| C) Reducing operational costs | D) Expanding into foreign markets |

(5) In which type of organization structure do divisions operate independently, each responsible for specific products or markets?

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|-------------------------|-------------------------|
| A) Matrix structure | B) Network structure |
| C) Functional structure | D) Divisional structure |
