



No. of Pages - 04

No of Questions - 06

**SCHOOL OF ACCOUNTING AND BUSINESS**  
**BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE**  
**PROGRAMME**

**END SEMESTER EXAMINATION – JANUARY 2016**

**MGT 30625 Strategic Management**

Date : 30th January 2016  
Time : 9.00 a.m. - 11.30 a.m.  
Duration : Two and a half (02 ½) hours

**Instructions to Candidates:**

- This paper consists of two sections (I and II).
- Section I – Answer **all** the questions.  
Section II – Answer **two** questions out of the four questions given.
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Students allow to bring any materials except the **TEXT BOOK** to the examination hall.
- Answers should be written neatly and legibly.

## Section I

Answer ALL questions

### Question No. 01

- a. Explain the total Strategic Management Model with all four elements and content under each element in a diagram form.

(12 Marks)

- b. By using the above model explain the project that you planned, implemented and evaluated as well as presented in the class with the Group Name, Team Members, and Project's Vision, Mission, Goals and Objectives, etc.

(18 marks)

- c. Name the top ten (10) learning points you gained through this exercise related to Leadership, Team Work, Decision Making, and Practical Implementation of the project.

(10 marks)

**(Total 40 marks)**

### Question No. 02

Develop a Strategic Life Plan (SLP) for yourself using the first two steps of the Strategic Management Model you learnt namely Environmental Scanning and Strategy Formulation.

**(Total 20 marks)**

## **Section II**

Answer only **two (02)** questions

### **Question No. 03**

“Strategic Management is a subject which can be used at personal level, Business Unit Level, Total Organizational Level as well as at the National Level”. Evaluate this statement by using your own experience with examples.

**(Total 20 marks)**

### **Question No. 04**

“The external environment is changing very rapidly in the local and global contexts. There is only one answer to keep the organizations or even government matching with these dynamic environmental changes.” Evaluate this statement logically by using your theoretical knowledge on Strategic Management.

**(Total 20 marks)**

### **Question No. 05**

Write short notes on **any five (05)** of the following:

- a. Corporate Governance
- b. Ethical Decision Making
- c. TOWS Matrix
- d. Stakeholder analysis
- e. Corporate Strategies
- f. Functional Strategies
- g. Organizational Life-Cycle
- h. Corporate Culture
- i. Matrix Organization
- j. Innovation

**(Total 20 marks)**

**Question No. 06**

“Today’s teaching approach is shifting from Teacher Centered Learning (TCL) to Student Centered Learning (SCL). Environment has changed but still Higher Education has not changed.”

- a. Explain the difference between TCL and SCL
- b. Your experience related to the above statement
- c. Your proposals to improve SCL
- d. Your overall evaluation on both TCL and SCL

**(Total 20 marks)**