USN

Internal Assesment Test - II

Sub:	STRATEGIC MANAGEMENT					Code:	16MBA25
Date:	29.05.2017	Duration:	90 mins	Max Marks:	40	Sem:	Branch: MBA

Answer Any THREE FULL Questions (10*3=30 Marks)

		Marks	OBE	
			CO	RBT
Part A 02 questions to be consecutive.				
1 (a)	Cite the challenges in strategic implementation.	[02]	CO3	L3
(b)	Discuss the process of strategic implementation.	[06]	CO1	L2
(c)	Describe the different aspects of strategic implementation.	[08]	C02	L2
2 (a)	What do you mean by Laissez Faire?	[02]	CO2	L3
(b)	Distinguish between financial and strategic objectives.	[06]	CO2	L1
(c)	Explain the different leadership styles that can be adopted in an organization.	[08]	CO3	L4
3 (a)	Define Corporate Social Responsibility	[02]	C01	L1
(b)	Illustrate with example the relation between strategy and culture.	[06]	C02	L1
(c)	What steps would you adopt in operationalizing strategy? Explain.	[08]	C03	L5

Part B Compulsory

4.	For one week in 2014, half a million Facebook users took part in a massive psychological experiment aimed at discovering if emotions could be spread through social media. The problem? Users had no idea it was happening. It turned out Facebook routinely runs experiments on users; in fact every Facebook user has been a subject at some point, whether it be slight modifications in formatting or major feature changes. Just about every Internet service does experiments, but this one altered users' news feeds to highlight items with either positive or negative emotional content, and then measured if it affected the emotional content in each user's future posts. While it is agreed the experiment was legal, critics argue this type of testing crosses the line, particularly when consent is buried in a terms of service. Facebook researchers have taken to social media to apologize for the study, but the company's official statement is that Facebook users agree to these types of experiments as part of the terms of service. Does Facebook need more explicit consent for this type of experiment? (a) Discuss whether the above psychological experiment is ethical or not . 4 Marks (b) What ethical decision making can be done by Facebook in this context. 4 Marks	[08]	C02 C03	L4 L5

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12

	Description											
CO1:	To explain core concepts in strategic management and provide examples of their relevance and use by actual companies	3a 2a 3b 1c	1a 2b 1b									
C02:	To focus on what every student needs to know about formulating, implementing and executing business strategies in today's market environments			4b 3c	4a 2c							
CO3:	To teach the subject using value-adding cases that features interesting products and companies, illustrate the important kinds of strategic challenges managers face, embrace valuable teaching points and spark student's interest.											

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 - Ability to demonstrate the knowledge of various fundamental and elective courses and find solution to complex organizational problems PO2 - Ability to use research-based knowledge and research methods including design of surveys, analysis and interpretation of data, and synthesize of the information to provide valid insights to the job. PO3 - Understand the impact of the professional decisions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development. PO4 - Able to take up projects in multidisciplinary areas PO5 Develop skills to Communicate effectively and ability to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions. PO6 - Understand the impact of the professional decisions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development. PO7- Apply ethical principles and commit to professional ethics and responsibilities and norms of the economy.PO8 – Ability to update their knowledge to adapt and adopt technological changes; PO9 - . Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.