

**Scheme Of Evaluation  
Internal Assessment Test 2 – December.2018**

**Sub:** Strategic Management

**Code:** 18MBA25

Date: 29-03-2019 Duration: 90mins Max Marks: 50 **Sem:** II

**Branch:** MBA

**Note:** Part A - Answer Any Two Full Questions (15\*02=30 Marks)

Part B - Compulsory (01\*20=20 marks)

Part	Question #	Description	Marks Distribution		Max Marks	
<b>A</b>	1	a) Origin Meaning	1 M 1 M	02 M	15 M	
		b)	5 characteristics of SM	1 M each		05 M
		c)	4 basic elements of SM process	2 M each		08 M
	2	a)	Mission statement with 3 essential components	2 M	02 M	15 M
		b)	Diagram Explanation for 3 levels of strategy	2 M 1 M each	05 M	
		c)	Balanced scorecard template with 4 dimensions	2 M each	08 M	
	3	a)	Segmentation details	2 M	2 M	15 M
		b)	5 elements one mark each	5*1=5 M	5 M	
		c)	Relationship explained	8 M	8 M	
<b>B</b>	4	Various Concepts Opinions and Discussions based on concept and facts a, b. c.	5 M 5 M 10 M	5 M 5M 10M	20 M	