

--	--	--	--	--	--	--	--	--	--

Internal Assessment Test - III

Sub: **Strategic Management**

Code: **20MBA25**

Date: **16-09-2022**

Duration: 90 mins

Max Marks: 50

Sem: II

Branch: MBA

OBE

Marks CO RBT

Part A - Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	Discuss what is premise control	[03]	CO2	L2
(b)	Illustrate the Important of Strategic control & Explain its Type.	[07]	CO3	L4
(c)	Classify the various techniques used for strategic control	[10]	CO3	L4
2(a)	Define Strategic Surveillance	[03]	CO3	L1
(b)	Show the difference between strategic Control & Operational Control	[07]	CO4	L3
(c)	Illustrate the Strategic control Process in details.	[10]	CO3	L4
3(a)	Determine the Behavioral implementation	[03]	CO3	L3
(b)	Illustrate the concept of co-creation of value	[07]	CO3	L4
(c)	Argue the stages of social innovation discuss the impact of social innovations	[10]	CO3	L5
Part B - Compulsory (01*10=10marks)				
4	<p>Work in Hearth Furnace in a steel plant is considered as the worst. The place of work is smoky, full of dust, very hot with insufficient ventilation and fresh air. However as per job evaluation, “Physical ability” and “working conditions” are given lower weightages compared to “skill”, “responsibility”, etc. As a result most of the Hearth Furnace jobs are paid relatively low.</p> <p>The turnover of employees from this section is the highest. Some fell sick, some resigned and many managed to get a posting to other sections. A crisis has now arisen in a steel plant located in Tumkur, Karnataka. There are 25 vacancies and not a single applicant applied for this job despite 3 advertisements and internal circular</p> <p>Questions:</p> <p>(i) As chief of personnel how do you Judge this issue? And how will you advise management to revise the job evaluation criteria?</p>	[10]	CO4	L5

Course Outcomes		Bloo m's Level	PO1	PO2	PO3	PO4	PO5
CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.	L1	0	0	0	0	0
CO2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.	L2	1a	0	0	0	0
CO3	To give the students an insight on strategy at	L2	1b,1c,2	0	0	0	0

	different levels of an organization to gain competitive advantage.		a,2b,2c, 3a				
CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.	L3	3b,3c	0	4	0	0
CO5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.	L3	0	0	0	0	0

Cognitive level	KEYWORDS						
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.						
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss						
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify						
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select						
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate						
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate						

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CI

CCI

HOD