

Sub: **Strategic Management**

Code: **20MBA25**

Date: **16-09-2022**

Duration: 90 mins

Max Marks: 50

Sem: I

Branch: **MBA**

OBE

Marks CO RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	<p>What is Premise Control?</p> <h3 style="margin-top: 20px;">Premise Control</h3> <ul style="list-style-type: none"> ▶ Premise control checks systematically and continuously whether the assumptions on which the strategy is based are still valid. If a vital premise is no longer valid, the strategy may have to be changed. ▶ The premise control is concerned with two types of factors: <ul style="list-style-type: none"> • Environmental factors • Industry factors 	[03]	CO3	L1
(b)	<p>State the Important of Strategic control & Explain its Type.</p> <h3 style="margin-top: 20px;">Nature of Strategic Evaluation and Control</h3> <ul style="list-style-type: none"> ▶ Strategic control is concerned with tracking a strategy as it is being implemented, detecting problems or changes in its underlying premises, and making necessary adjustments. <p>Three types of general control systems:</p> <ul style="list-style-type: none"> ▶ Output control (control on actual performance results) ▶ Behaviour control (control on activities that generate the performance) ▶ Input control (control on resources that are used in performance) 	[07]	CO3	L2

(c) Discuss the various techniques used for strategic control.

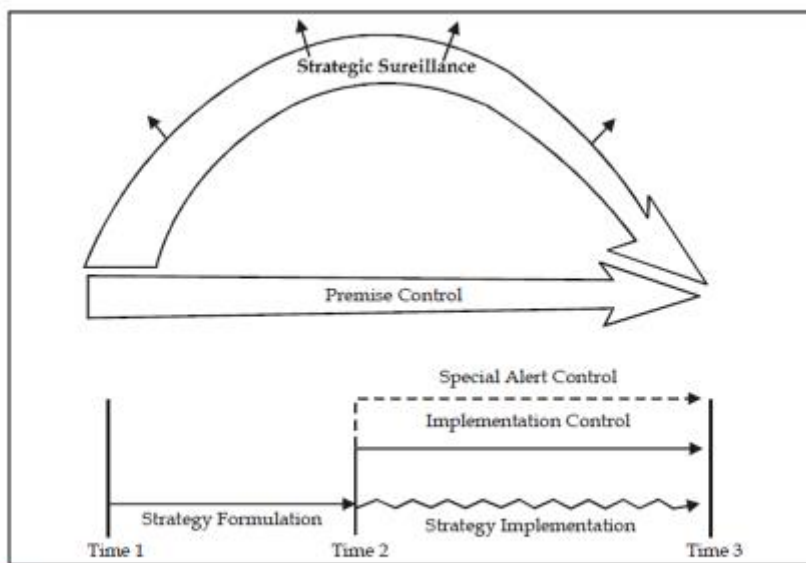
[10] CO3 L2

Nature of Strategic Evaluation and Control

- ▶ Strategic control is concerned with tracking a strategy as it is being implemented, detecting problems or changes in its underlying premises, and making necessary adjustments.

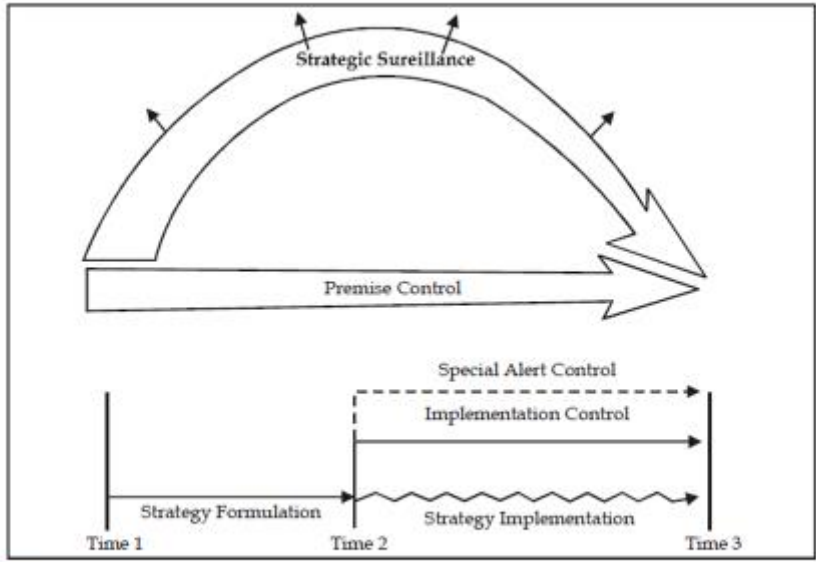
Three types of general control systems:

- ▶ **Output control** (control on actual performance results)
- ▶ **Behaviour control** (control on activities that generate the performance)
- ▶ **Input control** (control on resources that are used in performance)



2(a) Define Strategic Surveillance.

[03] CO3 L1



(b) Differentiate between strategic Control & Operational Control.

Strategic Control is all about following the trail or movements of the strategy as it is implemented in order to identify the areas of issue or potential areas of the issue so that necessary adjustments can be made. On the other hand, **operational control** is a subset of management control whose aim is to regularly monitor and check the routine business operations so as to confirm the consistency and quality in business activities.

[07] CO4 L2

(c) Illustrate the Strategic control Process in details.

[10] CO3 L2

3(a) What is Behavioral implementation?
Behavioural implementation deals with those aspects of strategy implementation that have

[03] CO4 L1

	impact on behaviour of people in the organizations			
(b)	<p>Give the concept of co-creation of value.</p> <p>CO-CREATION OF VALUE</p> <ul style="list-style-type: none"> ○ Co-creation of value is a business strategy, one that promotes and encourages active involvement from the customer to create on-demand and made-to-order products. ○ With co-creation, consumers get exactly what they want and have a hand in making it happen. 	[07]	CO3	L2
(c)	<p>Elaborate the stages of social innovation discuss the impact of social innovations.</p> <p>WHAT IS SOCIAL INNOVATION?</p> <ul style="list-style-type: none"> ○ Social innovation is the process of developing and deploying effective solutions to challenging and often systemic social and environmental issues in support of social progress. ○ Social innovation is not the prerogative or privilege of any organizational form or legal structure. Solutions often require the active collaboration of constituents across government, business, and the nonprofit world. 	[10]	CO3	L2
	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</p>	[10]	CO3	L3

<p>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 tackle this issue?</p> <p>(ii) Will you advise management to revise the job evaluation criteria?</p> <p>Students are expected to apply the concept behavioural implementation.</p>	5		
	5		

Course Outcomes		Bloom '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	0	0	0	0	4
CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.	L2	1a,1b,1c,2a,2c,3b,3c,	0	0	0	0
CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.	L3	2b,3a	0	0	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