

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION JANUARY 2011; AFFILIATED COLLEGES
STRATEGIC MANAGEMENT: BA (H) – 602
BS – VIII

Date: January 05, 2011

Max. Time: 2.5 hrs

Max. Marks: 45

INSTRUCTIONS: Attempt any five questions. All questions carry equal marks.

PART-I

1. Define strategic management and describe the strategic management process.
2. What do you mean by strategic decisions? How do strategic decisions differ from the general business decisions? Give examples of some strategic decisions taken by any organization.
3. What are the two types of strategic objectives? Explain in some detail. Support your answer with examples of specific objectives that are generally set by the firms under the two categories.
4. Why organizations go for unrelated diversification? What factors would you consider while recommending unrelated diversification strategy?
5. Draw and explain BCG Growth-Share Matrix. Plot various divisions in each cell by assuming relevant data.
6. “Successful strategy formulation does not ensure successful strategy implementation.” Comment. What factors will you consider for ensuring successful implementation of the formulated strategies?
7. Discuss the importance of strategic control systems in today’s highly competitive and uncertain market and economic conditions.