

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES
STRATEGIC MANAGEMENT; BA (H)-602 / BA(BS)-632
BBA – VIII

Revised Date: January 18, 2018

Max Time: 100 Mins

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper. EXCEPT the initials mentioned above.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1 What are the parts of strategic management process? How are these parts interrelated? Discuss it with the help of strategic management process diagram. What are stakeholders? Why can they influence organizations?
- Q2 Discuss the role of business strategy in achieving competitive advantage & evaluate porter's generic competitive strategies.
- Q3 The balanced score card, in reality, is dominated by historical financial information. Discuss. Evaluate shareholder and stakeholder perspectives for an organization performance.
- Q4 Write a business vision mission and values statement's for wifi-cloud based net. Does having a comprehensive mission caught high performance? Discuss relationships among mission, goals, and strategies. In your opinion, what are the three most important components to include in writing a mission statement?
- Q5 Explain the linkage between an organization's strategy and its external and internal environment?
- Q6 Write short notes on any two of the followings:
i- Theory of the business
ii- Types of Strategy
iii- SWOT Analysis

END OF SUBJECTIVE PAPER