

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES – LEVEL 6
ASSIGNMENT TEST - 2010



STRATEGIC MANAGEMENT - MCU 4201

DURATION: TWO (02) HOURS

This paper contains FOUR questions and has TWO PAGES.

Date: 11th July, 2010

Time: 10.00 am - 12.00 noon

INSTRUCTIONS

ANSWER QUESTION 1 (COMPULSORY) AND ANY TWO FROM OTHERS. TOTAL THREE (03) QUESTIONS.

Answers should be methodical and focused. Cite suitable Sri Lankan examples for your explanations where necessary. Examples carry nearly 50% of the marks allocated.

1. a) Explain key stages of the strategic management process; strategy formulation, strategy evaluation, selection, implementation etc.
Your answer should consist of
 - suitable illustrations
 - components of the key stages.
 - suitable examples from Sri Lankan business environment (25 marks)
- b) In managing their organizations today, why do managers prefer to use strategic management practices than other form of management practices? Explain. (15 marks)
2. During the recent past we have noticed that many Sri Lankan companies have expanded their business operations beyond the borders of Sri Lanka.
 - a) What conditions in the present business environment encourages them to expand their business beyond their country? Explain. (15 marks)
 - b) Explain the different business models that an organization could be used to make their presence in other countries. (15 marks)
3. Organizations have different organizational structures and depend on the major strategies to change the existing structure.
 - a) With suitable illustrations explain different types of formal organizational structures and their key advantages in managing and implementing decisions in a competitive business environment. (20 marks)
 - b) Discuss how a strategist can benefit from the said organizational structures, in planning and implementing a business strategy. (10 marks)

4. An Organizations effort to implement strategies needs carrying out various activities in a careful manner with employee participation.
- a) Explain the need for assistance and cooperation of the internal customers in implementing strategies in an organization. (15 marks)
 - b) Explain the terms 'policies' and 'objectives'. Discuss the role and the necessity of having policies and annual objectives in implementing strategies. (15 marks)

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