

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 6
Assignment Test: 2012
STRATEGIC MANAGEMENT – MCU 4201



Duration : Two Hours

Date: 2nd December 2012

Time: 10.00 am – 12.00 noon

Instructions:

- Attempt any THREE questions. All questions carry equal marks.
- Maximum marks : 100
- Answers should be methodical and focused. Cite suitable Sri Lankan examples for your explanations where necessary.
- You are strictly advised to follow the instructions given in this paper and the answering book provided to you. (costs marks)

1. Explain the difference between Strategic concept and Contingency concept of organizational management. Give suitable examples. Why strategy concept is popular among organizations today?
2. (a) What is meant by environmental scanning in strategic management? Explain the main steps of environmental scanning.
(b) Why is it necessary to perform an environmental scanning exercise before developing strategies for an organization? Explain.
3. “Employee participation in various stages is important for the success of activities of a strategist”. Do you agree? Explain.
4. (a) Explain the terms: Mission, Objectives, Strategies and Policies used in strategic management and their relationship in a strategic plan.
(b) Explain the difference between long term objectives and short term objectives.
5. (a) “Strategic Management process consists of 3 basic elements; Strategy Formulation, Implementation and Evaluation/Control.”
Explain the Strategic Management Process and its key elements with suitable examples, and illustrations.
(b) Explain the importance of ‘feedback’ in Strategic Management Models?

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