

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 6
ASSIGNMENT TEST: 2013
STRATEGIC MANAGEMENT – MCU 4201
DURATION: TWO HOURS



Date: 29th September 2013

Time: 10.00 am – 12.00 noon

Instructions:

- Attempt **THREE** questions including Question no 1.
- **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 in the answering book provided to you. (costs marks)**

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1.
 - a) Explain the advantages of adopting strategic management practices for an organization. (10 Marks)
 - b)
 - i) Describe the 3 basic elements of the strategic management process: strategy formulation, strategy implementation and strategy evaluation and control. Use suitable illustrations. (12 Marks)
 - ii) What are the key activities that come under 3 elements explained above? Explain using suitable examples. (12 Marks)
 - iii) Explain why strategy implementation is considered as the most difficult element of the 3 elements mentioned in b)i) above? (8 Marks)
 - iv) Discuss the role of feedback function for the success of strategic management process of an organization. (8 Marks)
 2. Why is it necessary to have a clear mission statement for an organization? Discuss how the different parties of stakeholders could be benefitted by having a clear mission statement. (25 Marks)
 3.
 - a) Explain what is meant by 'environmental analysis' in the strategic management process. (08 Marks)
 - b) Discuss the importance of environmental analysis when setting up long term goals and objectives for a strategist who has already implemented strategic management practices for his organization. (10 Marks)

- c) How does the usage of computer systems and the Internet help strategists to carryout environmental scanning? Explain. (07 Marks)
4. a) Discuss the different business models that could be helpful for an organization in manufacturing sector to enter into global business. (15 Marks)
- b) Discuss the role of WTO in helping businesses to grow internationally. (10 Marks)

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