

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 6

Assignment Test: 2014

STRATEGIC MANAGEMENT – MCU 4201



Duration : Two Hours

Date: 1st November, 2014

Time: 10.00 am – 12.00 noon

Instructions:

- Answer any **THREE** questions. Each question carries 32 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. (May cost 4 marks)

1. You have been approached by a businessperson and explained his difficulties in directing his organization for the future. Explain him how the strategic management approach could be beneficial for his organization in this regard, comparing it with conventional approach to management.
2. Explain the different components of the organizational environment. Explain the environmental scanning process highlighting why environmental scanning is important for an organization.
3. Explain the “Mission”, “Goals”, “Objectives”, “Strategies” and “Policies” used in strategic management. Discuss how these terms could be useful in the strategic management process of organizations.
4. With suitable illustrations explain a strategic management model and its components.
5. (a) Explain how globalization and the widespread usage of Information and Communication Technology applications have affected the strategic management practices of organizations.
(b) Explain the importance of the presence of ‘feedback’ function in Strategic Management Models.

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