

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL – 6
ASSIGNMENT TEST 2015
STRATEGIC MANAGEMENT – MCU4201**



DURATION: TWO (02) HOURS

DATE: 17th October, 2015.

TIME: 10.00 am – 12.00 noon

INSTRUCTIONS

Answer all questions.

Use the choices given in the question numbers 2, 4 and 6.

Answers should be focused to the question.

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- Q1. With suitable illustrations explain the basic strategic management model. (20 marks)
- Q2. Answer Part a) or Part b).
- a. How does strategic management differ from other management practices? (15 marks)
- b. Explain why strategic management has become more important in today's organizations. (15 marks)
- Q3. Explain the components of environmental analysis of a firm. (15 marks)
- Q4. Answer Part a) or Part b).
- a. Explain how the organizational structure and culture be a strength or a weakness to a firm. (20 marks)
- b. Explain how the political situation of a country and technological advancements can become an opportunity or a threat to an organization. (20 marks)
- Q5. Explain the need for business portfolio analysis for a diversified organization. (10 marks)
- Q6. Answer Part a) or Part b).
- a. Explain the investment decisions and strategic implications for businesses falling into the categories of 'Stars' of the BCG matrix. (20 marks)
- b. "Making further investments in businesses falling into the category of 'Dogs' using funds generated from 'Cash cows' is not advisable." Explain. (20 marks)

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