

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 6
Assignment Test: 2017
STRATEGIC MANAGEMENT – MCU4201



Duration: Two Hours

Date: 22nd October, 2017

Time: 10.00 am – 12.00 noon

Instructions:

- Answer **Question 1 (Compulsory) and any Two(02) questions** from the rest.
- Maximum marks: 100
- Answers should be methodical and focused. Cite suitable Sri Lankan examples where necessary.
- You are strictly advised to follow the instructions given in this paper and in the answering book provided to you.

Q1. (Compulsory Question)

- a. Compare the strategic management approach with general management practices in managing organizations, highlighting key features in strategic management approach. (20 Marks)
- b. Explain the benefits of 'strategic management' approach to organizations. (10 Marks)
- c. Describe the main components of strategic management process. (10 Marks)

- Q2.**
- a. Describe the 'internal environment' and 'external environment' of an organization. (10 Marks)
 - b. Explain the components of 'external environment' of an organization. (20 Marks)

- Q3.**
- a. Compare the differences between 'mission' statement of an organization and 'objectives'. Why does organizations need a mission statement and objectives? (20 Marks)
 - b. Describe the key features of 'objectives'. (10 Marks)

- Q4.**
- a. With a suitable illustration, describe the Boston Consulting Group matrix for business portfolio analysis. (18 Marks)
 - b. Explain the investment decisions suitable for each category of the BCG matrix. (12 Marks)