THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF ENGINEERING TECHNOLOGY
MASTER OF TECHNOLOGY IN INDUSTRIAL ENGINEERING – LEVEL 7
FINAL EXAMINATION – 2007/2008
MEM 7117 – STRATEGIC MANAGEMENT
DATE : *21 APRIL 2008*
TIME : *0930 hrs – 1230 hrs*
DURATION: *Three (03) hours*

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Answer any five (05) questions. All questions carry equal marks.

1) Explain the managerial differences between high performing and low performing enterprises and explain the process of Strategic Management?

2) A firm engaged in selling Chinese made hand phones in the Sri Lankan Market, decided to formulate a corporate plan for next five years. Select an appropriate approach / technique and assess the external and internal environment of the Company. Explain the critical factors/ variables to be addressed in the above exercise?

3) "Mission of organizations which are very high minded and too general are not very useful for corporate decision making". What are the major factors to be considered in developing a realistic mission statement for an organization?

4) What is the importance of setting organizational objectives in modern complex organizations? Identify the characteristics of sound objectives and critically evaluate the objectives of your organization or any other organization, utilizing the above characteristics?

5) "Without having an explicit statement of strategy, it has become more difficult for expanding the organization". Why do organizations need explicit strategies? Explain the different types of Growth Strategies, that an organization could pursue?

6) How do you translate the corporate plans already formulated by the company to program of actions? Explain the steps that need to be taken to ensure the successful implementation of corporate plans?

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