



ALLAMA IQBAL OPEN UNIVERSITY
Semester Terminal Exam Autumn 2020

Program /level:	BS /Graduation	Maximum Marks	100
Title /Course Code	Strategic Management (8596)	Pass marks	50

Instructions for Exams:

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	Do functionally different skills, experience, and backgrounds amongst managers (marketing, finance, human resources, information technology, etc.) form barriers to the creation of a single strategic vision? If yes then how can you address such barriers?	33
2	In your view, an organization should keep on changing its Vision and the Mission after a specific period of time or should it be remain unchanged across the successive stages in an organization or industry lifecycle? Under what circumstances Vision and the Mission should be reexamined in depth? Also examine Mission statements of <u>three (3)</u> organizations, in light of above mentioned concept.	34
3	The strategic management and planning cycle (SMPC) represents the process and flow of activities that an organization undertakes to build its strategic positioning. Explain an understanding of the function and composition of the strategic management and planning cycle in detail. Also evaluate SMPC of any organization selected by you.	33