

TEST PAPER

STRATEGIC MANAGEMENT

CHAPTER-6 Strategy Implementation and Control

1. State with reasons which of the following statements is correct / incorrect: (4 marks)

(a) "Efficiency and effectiveness mean the same in strategic management"

(b) Primarily, strategy formulation is an operational process and strategy implementation is an intellectual process.

2. Briefly answer the following questions: (5 marks)

(a) Write a short note on Steps for initiating a strategic change.

(b) What are the differences between operational control and management control?

3. ABC Ltd. plans to introduce changes in its structure, technology and people. Explain how Kurt Lewin's change process can help this firm. (4 marks)

4. What are the different responsibilities of a strategic leader? Distinguish between transformational leadership style and traditional leadership style. (5 marks)

5. An important part of strategic management process is implementation of strategy. Discuss the relationship of soundness of strategy with the quality of implementation.

(2 marks)