



**MBA DEGREE EXAMINATIONS: NOV/DEC 2023**

(Regulation 2022)

Third Semester

**MBA - PROJECT MANAGEMENT**

P22MPB3120: Strategic Project Management

**COURSE OUTCOMES**

- CO1:** Develop Strategic Planning and Thinking skills in both formal and informal ways.
- CO2:** Display the ability to align project goals to the organization strategy through effective leadership and necessary change management.
- CO3:** Display ability to create a strategic cost management plan for the project.
- CO4:** Display ability to evaluate approaches to strategic implementation through programme and portfolio management techniques.

**Time: Three Hours**

**Maximum Marks: 100**

**PART A (1 x 20 = 20 Marks) - Compulsory**

- 1 ABC Corporation a Global Industrial Leader having huge Business portfolio across varied sectors. The Board of Directors has approved to create a New Strategic Business Unit (SBU) in Sustainable Development Group in the areas building Green Environment, Renewable energy. You have been designated as Strategic Project Manager to create a detailed Strategic Planning using various Strategic management process techniques, tools and techniques, create templates using relevant data to explain the below details. CO4 [K<sub>6</sub>]
- a. Formulate Strategic Project Management Plan Outline the Inputs, Mission, Vision, Tools and Techniques, Outputs, Process flow diagrams and Implementation process details.
  - b. Create Portfolio, Programme and Projects
  - c. Create Strategic Cost management Plan
  - d. Create Organization Structure , Design and Culture
  - e. Build Project dashboards and KPIs measuring strategic planning
  - f. Formulate Communication of strategic changes to stake holders
  - g. Create strategy for customer feedback learning and growth.
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**PART B (5Q x 4M = 20 Marks)**

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|---|---------------------------------------------------------------------|-----|-------------------|
| 2 | Define Strategic Project management.                                | CO1 | [K <sub>1</sub> ] |
| 3 | Outline the three types of strategy followed in business firms.     | CO1 | [K <sub>2</sub> ] |
| 4 | Why is performance evaluation critical in strategic planning?       | CO1 | [K <sub>1</sub> ] |
| 5 | What Are Porter's Five Forces?                                      | CO1 | [K <sub>1</sub> ] |
| 6 | What are the Three pillars of success in strategic cost management? | CO1 | [K <sub>1</sub> ] |

**PART C (3Q x 20M= 60 Marks) Answer Any Three Questions Only**

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|----|----------------------------------------------------------------------------------------------------------------------|-----|-------------------|
| 7  | Explain Effects of Organizational Politics.                                                                          | CO3 | [K <sub>4</sub> ] |
| 8  | Illustrate an effective organizational learning strategy.                                                            | CO3 | [K <sub>3</sub> ] |
| 9  | Explain in a tabular form Three Different Actions to Support a Differentiation Strategy and Ways to Measure Results. | CO3 | [K <sub>4</sub> ] |
| 10 | Explain Communication with stakeholders based on three broad phases of change management.                            | CO3 | [K <sub>4</sub> ] |

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