

Register Number:

MBA DEGREE EXAMINATIONS: NOV/DEC 2024

(Regulation 2022)

Third Semester

MASTER OF BUSINESS ADMINISTRATION - 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 organizational 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 (5Q x 4M = 20 Marks)

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|----|---|-----|-------------------|
| 1. | What is BCG Matrix? State the objectives of BCG Matrix. | CO1 | [K ₁] |
| 2. | Explain the meaning of strategic implementation? Discuss the uses of collaborative tools in projects. | CO4 | [K ₂] |
| 3. | Write a note on strategic cost management and control. | CO3 | [K ₂] |
| 4. | Explain the concept of measuring performance strategy. | CO1 | [K ₂] |
| 5. | State the importance of organizational change management. | CO2 | [K ₁] |

PART B (5Q x 8M = 40 Marks)

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|----|--|-----|-------------------|
| 6. | Discuss the various factors that could affect project progress by using PESTLE. | CO1 | [K ₆] |
| 7. | Outline the collaborative tools that can be used in strategy implementation. | CO4 | [K ₄] |
| 8. | Describe the salient features, merits and demerits of life cycle costing. | CO3 | [K ₂] |
| 9. | Critically examine the concept of organizational politics and how it is impact on firm work culture. | CO2 | [K ₄] |

10. What is measuring performance strategy? Explain the factors that affect strategy performance measuring. CO1 [K₁]

PART C (2Q x 20M= 40 Marks)

11. Outline the steps involved in the benchmarking process and explain how they complement the analysis provided by Porter's Five Forces Model. CO1 [K₆]

12. Explain the concept of strategic leadership and discuss its objectives and importance. Analyze how strategic leadership facilitates the process of transformational change within an organization. CO2 [K₅]
