

**UNIVERSITY OF COLOMBO, SRI LANKA**

**FACULTY OF GRADUATE STUDIES**

**Postgraduate Diploma in Business Management [PGDip (Busi Mgmt)]**

**Semester II Examination – September/ October 2023**

**PGDBM 5208 – Strategic Management**

**Three (03) Hours**

**Answer All Five (05) Questions**

This paper consists of Five (05) questions printed on One (01) printed page.

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1. Explain the concepts of an organization's vision and mission. Discuss their significance in strategic management and how they influence strategic decision-making within an organization,  

**(Total: 20 Marks)**
  2. Explain what is meant by strategic management and describe why strategic management is necessary for an enterprise with appropriate examples.  

**(Total: 20 Marks)**
  3. Explain the key steps involved in the strategy formulation process, with a specific focus on the role of analyzing the external environment in identifying threats and opportunities. Provide examples to illustrate your points.  

**(Total: 20 Marks)**
  4. Name and briefly describe the three primary generic strategies proposed by Michael Porter for achieving a competitive advantage in business.  

**(Total: 20 Marks)**
  5. Describe what is strategy implementation in a business organization. Identify and discuss key factors that can facilitate or hinder successful strategy implementation.  

**(Total: 20 Marks)**
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