

**MP-205 / MP-401 (Old)**  
**December - Examination 2015**  
**MBA IInd Year Examination**  
**Strategic Management**  
**Paper - MP-205 / MP-401 (Old)**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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**Note:** The question paper is divided into three sections A, B and C.

**Section - A**

8 x 2 = 16

- 1) Define the following concepts within 30 words for each:
- (i) Strategic intent
  - (ii) SWOT
  - (iii) Strategy
  - (iv) Mission
  - (v) Strategist
  - (vi) Environmental scanning
  - (vii) SBU
  - (viii) Structure

**Section - B**

4 x 8 = 32

**Note:** Attempt any four questions within the limit of 200 words for each.

- 2) Discuss the process of strategic management.
- 3) Discuss the process of ETOP.
- 4) Discuss the relationship between structure and strategy.
- 5) Discuss important growth strategies.
- 6) Examine the process of developing vision of a firm.
- 7) Discuss the major issues in financial strategies.
- 8) Discuss the issues related to formulation of strategies.
- 9) Discuss the process of turnaround strategy.

**Section - C**

2 x 16 = 32

**Note:** Attempt any two questions within 500 words for each.

- 10) Examine the methods of evaluation of strategies.
  - 11) Discuss the issues related to implementation of strategies.
  - 12) Discuss important types of strategies.
  - 13) Elaborate the process of strategic evaluation and control.
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