

MP-401(Old)/205

December - Examination 2016

Master of Business Administration - II Year Examination**Strategic Management****Paper - MP-401(Old)/205****Time : 3 Hours]****[Max. Marks :- 80**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) What do you mean by strategic planning?
- (ii) What is corporate level strategy?
- (iii) What do you mean by PEST analysis?
- (iv) What is market penetration?
- (v) What is focus strategy?
- (vi) What is resource allocation?
- (vii) What do you mean by corporate culture?
- (viii) What is strategic surveillance?

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Describe strategic management process in detail.
- 3) Explain porter's five forces model.
- 4) What different approaches can be used by strategists for organizational appraisal?
- 5) Explain the favourable conditions to pursue a cost strategy.
- 6) Explain different factors affecting strategic choices.
- 7) Explain the major behavioural implementation issues.
- 8) What is operational effectiveness? What are the areas of OE?
- 9) Explain the importance of Case Analysis approaches in implementation of strategic management.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) What is strategic intent? Explain hierarchy of strategic intent and its importance.
- 11) Explain various types of expansion strategies in detail.
- 12) Discuss the interrelationship that exists between the formulation and implementation of strategies. Provide suitable examples.
- 13) Write a detailed note on the nature, purpose and importance of strategic evaluation.