

MP-401(Old)/205

December - Examination 2017

**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) Define strategic alliances.
- (ii) Explain the concept of strategic choice.
- (iii) What is divisional structure?
- (iv) What is functional strategy?
- (v) How would you define organisational environmental.
- (vi) Define transformational leadership style.
- (vii) Explain promise control.

(viii) Mention any two important characteristics of strategic divisions.

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) Why is environmental scanning needed?
- 3) Explain the key advantages of strategic management.
- 4) Define Strategic Business Unit (SBU) and its advantages.
- 5) Explain BCG Growth/Share Matrix.
- 6) Distinguish between strategy formulation and strategy implementation.
- 7) Why organisations should have mission?
- 8) What do you mean by stability strategy? When is it needed?
- 9) Distinguish between transformational and transactional leadership style.

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) Discuss Ansoff's product market growth matrix for portfolio analysis.
- 11) Discuss the SWOT analysis and its limitations.
- 12) "Crafting and executing a Company's strategy is a five-stage managerial process". Elucidate this statement.
- 13) Write short note on the following :-
 - (i) PESTLE Analysis.
 - (ii) General Electric Model.
