

MP-401(Old)/205

December - Examination 2018

**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) Explain the following terms within 30 words each:
- (i) Fiver Forces of Porter's Model
 - (ii) Organizational Diagnosis
 - (iii) Market Penetration
 - (iv) Strategic Alliance
 - (v) Combination Strategy
 - (vi) Competitive Advantage

(vii) Matrix Structure

(viii) Cash Cow

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 Planning Process.
- 3) Discuss the role of Strategist in Environmental Analysis.
- 4) Elaborate Expansion Strategy of a firm.
- 5) Distinguish between vertical and horizontal integration of Business.
- 6) Discuss the interrelationship between formulation and implementation of strategies.
- 7) State the risk associated with formulation of strategy in new industries.
- 8) Discuss the limitations of differentiation strategy.
- 9) Describe the concept of Corporate re-structuring.

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) Define Strategic Intent. Explain hierarchy of strategic intent in strategic decision making.
 - 11) Describe the process o Environmental Appraisal.
 - 12) Describe 7-S Framework of Mckinsey and its importance for an Organization.
 - 13) Describe the need for retrenchment strategy for a company. Examine the retrenchment options available for a firm.
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