

MP-401(Old)/205

December - Examination 2019

**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. Premise Control
 - ii. Productivity
 - iii. Corporate Culture
 - iv. Entrepreneurial Structure
 - v. Backward Linkages
 - vi. Competitive Advantage
 - vii. Environmental Scanning
 - viii. PESTEL Framework

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 the elements of Strategic Intent.
3. Discuss the role of Vision Statement with the help of suitable examples.
4. Examine the elements of ETOP Analysis.
5. Examine important retrenchment strategies.
6. Discuss Contingency Strategy of a Firm.
7. Discuss the concept of Experience Curve Analysis.
8. Enumerate the contents of an Industry Profile.
9. Discuss important types of Strategic Controls.

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. Critically examine the role of Business Strategists in Strategic Management.
11. Describe Major Techniques for Organisational Diagnosis.
12. Discuss important expansion strategies of a Business Firm.
13. Examine the process of strategic choice and its relevant factors.