

MP-205

December – Examination 2020

Master of Business Administration (II Year) Examination

Strategic Management

Paper : MP-205

Time : 2 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

8×2=16

(Very Short Answer Type 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 :
 - (i) Strategic Management
 - (ii) Strategic Intent
 - (iii) Environmental Scanning
 - (iv) Strategic Choice
 - (v) Structural Implementation
 - (vi) 7-S Framework
 - (vii) Strategic Business Unit
 - (viii) Forward Linkages
5. Describe the components of environmental appraisal.
6. What do you mean by SWOT analysis ?
7. Examine the focus strategy of a firm.
8. Enumerate the techniques of strategic control.
9. Examine strategic choice factors of a firm.

Section-B

4×16=64

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

2. Describe the core competencies of a firm.
3. Examine the role of strategist in a firm.
4. Elaborate the hierarchy of strategic intent.