

MP-205/MP-401 (Old)
December – Examination 2021
Master of Business Administration
(II Year) Examination
Strategic Management
Paper : MP-205/MP-401 (Old)

Time : 1½ 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

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 4 marks.

1. (i) What do you mean by Strategic Planning ?
- (ii) What is Vision ?
- (iii) What do you mean by PESTEL Model ?
- (iv) What do you mean by Grand Strategies ?
- (v) How is competitive advantage created ?
- (vi) What do you mean by Forward Linkages ?
- (vii) What do you mean by Resource Allocation ?
- (viii) What is Network Structure ?

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. Explain the concept of strategy. Give steps of strategic management process.
3. What is Strategic Intent ? Explain hierarchy of strategic intent and its importance.
4. Explain the factors to be considered for Environment Scanning.

5. Mention the important factors that influence the overall capability of an organization.
6. Why do organisation opt expansion strategy ? Explain the various types of expansion strategy.
7. Strategies are made at different levels of an organization. What are the generic strategies at these various levels ? Briefly discuss.
8. What do you mean by Question Marks, Stars, Cash Cows and Dogs ? What are their strategic implications ?
9. What are the major barriers in the evaluation process ? How can these barriers be avoided ?