

MP-205/MP-401 (Old)

December – Examination 2022

Master of Business Administration (II Year) Examination

STRATEGIC MANAGEMENT

Paper : MP-205/MP-401 (Old)

Time : 3 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into three Sections A, B and C. 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 up to **30** words. Each question carries 2 marks.

1. (i) Vision
- (ii) Objective in strategic intent

- (iii) Retrenchment strategy
- (iv) Structural implementation
- (v) Strategic management
- (vi) Environmental scanning
- (vii) Merger
- (viii) Integration strategy

Section-B **4×8=32**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 8 marks.

2. Write note on focused strategy of a firm.
3. Distinguish between vision and mission.
4. Give limitation of strategic management.
5. Explain 7-S framework.
6. Discuss Porter's Generic Strategy Model.
7. Explain any *one* method of organizational diagnosis.
8. State some factors that influence strategic choice.
9. Explain role of strategic management.

Section-C **2×16=32**

(Long Answer Type Questions)

Note :- Answer any *two* questions. You have to delimit your each answer maximum up to **500** words. Each question carries 16 marks.

10. Explain process of strategic management.
11. Write note on strategic evaluation and control.
12. Discuss aspects of Behavioural Implementation.
13. Explain components of external environment.