

# **MP-205/MP-401(Old)**

**December – Examination 2023**

## **Master of Business Administration (II Year) Examination**

**STRATEGIC MANAGEMENT**

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

*Time : 3 Hours ]*

*[ Maximum Marks : 80*

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*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) Define Strategic Management.

- (ii) Give meaning of Vision.
- (iii) Give *one* difference between competitive advantage and core competence.
- (iv) Write *two* limitations of strategic management.
- (v) Define Low Cost Leadership Strategy.
- (vi) State *two* criterias for strategic choice.
- (vii) What is Behavioural Implementation ?
- (viii) Give full form of SBU.

**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. Discuss in detail BCG Matrix.
- 3. Write a note on Mission.
- 4. Explain Retrenchment Strategy.
- 5. Write a note on levels of Strategy.

- 6. State some characteristics of Business Level Strategy.
- 7. Write a note on Internal Environment.
- 8. Discuss need of Strategy Evaluation.
- 9. Explain qualitative criteria of Strategy Evaluation.

**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 a detailed note on External Environment.
- 12. Explain structural implementation in detail.
- 13. Discuss criteria for strategic evaluation and also process of strategic control.