

MP-401(Old)/MP-205

December - Examination 2025

Master of Business Administration (II Year) Examination

STRATEGIC MANAGEMENT

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

[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) What do you mean by Matrix Organization?
- (ii) Describe middle level strategy.
- (iii) What do you mean by Strategic Intent?
- (iv) What is SWOT?
- (v) What do you mean by Expansion Strategy?
- (vi) What is optimal resource utilization?
- (vii) What is organizational diagnosis?
- (viii) What is Strategic Evaluation?

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. Identify the roles of Top-level managers in Strategic management.
3. What do you mean by Strategic Planning? Discuss its importance.
4. Stage five mission statements of big companies in India and review them critically.
5. Explain GE Nine-cell Matrix in detail.

6. What do you mean by mergers and acquisitions? Explain various types of expansion strategies in detail.
7. What is an ETOP? Prepare an ETOP of a cosmetic company.
8. What do you mean by growth strategies? Explain various stability strategies.
9. Differentiate between strategic and operational control.

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. What is Strategic management? Give steps of Strategic management process.
11. What is a Project? What are the different phases through which projects are implemented? Explain.
12. What are the major issues involved in development of strategists in an organization? Discuss.
13. What do you mean by BCG Matrix? Explain its strategic implications in detail.
