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MP-401(Old)/MP-205

June – Examination 2020

**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 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. Explain the following terms within 30 words each :

(i) Productivity

(ii) Forward Linkages

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(1)

Turn Over

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- (iii) Competitive Advantage
- (iv) Acquisition
- (v) Retrenchment Strategies
- (vi) Strategic Intent
- (vii) Contingency Strategy
- (viii) Experience Curve

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. Describe the Process of Environmental analysis.
3. Discuss the role of vision and mission statement of a firm.
4. Elaborate introduction strategy of a firm.
5. Elaborate the contents of an industrial profile.
6. Discuss the behavioural issues pertaining to implementation of a strategy.
7. Examine the process of ETOP analysis.
8. Discuss the entrepreneurial structure of a firm.
9. Elaborate BCG Model of business analysis.

Section-C

2×16=32

(Long Answer Type Questions)

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

10. Examine the important strategic alternatives available for a firm.
11. Discuss the role of strategic management.
12. Examine the process and contents of organizational diagnosis.
13. Examine the process and issues for strategic implementation.