

MP-205/MP-401 (Old)

June – Examination 2023

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) Stability Strategy
- (ii) Acquisition

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- (iii) BCG Matrix
- (iv) Intensification Strategy
- (v) Competitive Advantage
- (vi) Core Competence
- (vii) Operational Implementation
- (viii) Internal Environment

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 Porter's Five Force Model.
3. Explain nature of Strategic Management.
4. Write note on Strategic Intent.
5. Give difference between Formulation and Implementation of strategies.
6. Explain any *two* aspects of Strategy Implementation.

7. Explain levels of Strategy.
8. Write note on Functional Strategy.
9. Write note on External Environment.

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 do you mean by Strategic Management ?
Explain scope of Strategic management.
11. Explain Techniques of Strategy Control.
12. Explain Business Level Strategies.
13. Discuss important Retrenchment Strategies.