

11. If you owned and opened the retail store after you graduated, would you operate from a functional or divisional structure ? Explain reasons.
12. What do you mean by Strategic Management ? Discuss the importance of strategic management.
13. Explain in detail Strategic Business Unit. Outline the points of importance and limitations of this type of organization structure.

MP-205/MP-401(Old)

June – Examination 2024

Master of Business Administration (IInd 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) Write the names of any *two* types of strategic alliances ?

- (ii) What do you mean by grid organization structure ?
- (iii) Explain any *two* benefits of efficient resource allocation.
- (iv) What is strategic control ?
- (v) What do you mean by top Level Strategies ?
- (vi) Write any *two* benefits of Liquidation.
- (vii) What do you mean by Corporate Restructuring ?
- (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. What do you mean by Strategic Analysis ? Discuss the operational level strategic analysis tools.
- 3. Explain the various retrenchment strategies with Indian examples.
- 4. “Grand strategies are intended to provide basic direction for strategic actions.” Discuss.

- 5. What are the three major R and D approaches to implementing strategies ? Which approach would you prefer as owner of a small software company ? Why ?
- 6. Differentiate between Strategy Implementation and Strategy Formulation.
- 7. What do you mean by “Vision, Mission, Goal and Objectives.” Explain in detail.
- 8. What is Diversification ? Explain why is it followed.
- 9. Differentiate between mergers and acquisitions.

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 Decision-Making Process ? Discuss the steps of Strategic Decision-Making Process.