

MP-401 (Old) / 205

June - Examination 2016

Master of Business Administration - II Year Examination

Strategic Management

Paper - MP-401 (Old) / 205

Time : 3 Hours]

[Max. 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 Questions)

- 1) Define the following concepts within 30 words for each:
 - (i) ETOP
 - (ii) Structure of Strategy
 - (iii) Strategic Management
 - (iv) Vision
 - (v) Mission
 - (vi) Objectives
 - (vii) Turnaround
 - (viii) Policy

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Attempt **any four** questions. Limit 200 words.

- 2) Define strategy. Explain in detail strategic intent.
- 3) Discuss SWOT Analysis.
- 4) Discuss the challenges related to implementation of strategies.
- 5) Differentiate between strategic alternatives of strategic choice.
- 6) Write a short note on strategic evaluation and control.
- 7) Throw light on environmental appraisal.
- 8) What is Behavioural Implementation.
- 9) Write a short note on operational implementation.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Attempt **any two** questions within 500 words for each.

- 10) Examine organizational diagnosis in detail with relevant examples.
- 11) Elaborate the concept of activating strategies.
- 12) Discuss the issues related to structural implementation.
- 13) Write an essay on “Applying Strategic Management”.
