

MP-401(Old)/205

June - Examination 2017

**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)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) What do you mean by strategic management?
- (ii) What is differentiation strategy?
- (iii) What is your understanding about special alert control?
- (iv) What is the full form of 'ETOP'?
- (v) What is behavioural implementation?
- (vi) Define offensive strategy.

- (vii) What do you understand by experience curve analysis?
- (viii) Mention any two important characteristics of Strategic Business Unit (SBU).

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Why is environmental analysis needed?
- 3) What are the distinguishing features of strategic decisions?
- 4) Explain the GE Nine Cell Matrix.
- 5) Why the strategic evaluation is essential?
- 6) Examine the importance of SWOT analysis for a strategic manager.
- 7) How can culture promote better strategy execution?
- 8) Explain in brief the generic strategies developed by Michael Porter.
- 9) Explain the Mother-Daughter type structure with example.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) “Competition in an industry is shaped not only by existing constraints or other competitors, but certain other forces as well”. Elucidate this statement in the light of Porter’s five forces model.
- 11) BCG Growth/Share Matrix is widely used portfolio approach of business. Explain this approach by citing examples from real life and also explain its uses.
- 12) Explain the important functions which are to be performed by a strategic leader in strategy implementation.
- 13) Write short note on the following:
 - (i) GAP Analysis
 - (ii) Turnaround Strategy
