

**MP-401(Old)/205**

June - Examination 2018

**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) Define strategy.
- (ii) Give the full form of GE Nine Cell Matrix.
- (iii) Give the full form of BCG Matrix.
- (iv) What is SWOT?
- (v) Name Porter's five forces
- (vi) Define Turn around strategy
- (vii) What is a SBU?

(viii) Give the full form of ETOP.

**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) Explain the porter's five force model in detail with diagram.
- 3) Write a short note on GAP Analysis.
- 4) Define strategy Implementation. What are the functions of a leader in strategy Implementation? Discuss.
- 5) Explain BCG Matrix along with Diagram and also give its application in Industry.
- 6) Mention Important characteristics of strategic Business unit (SBU) and discuss in Detail.
- 7) Discuss GAP Analysis in Detail.
- 8) Write a short note on experience curve Analysis.
- 9) What is Behaviourial Implementation? Discuss in detail.

**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) Give in detail distinguishing features of strategic decisions.
- 11) Explain in detail the mother-daughter type structure with example.
- 12) Write a short note on Environmental analysis.
- 13) Write short note on:
  - (i) ETOP
  - (ii) Strategy execution

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