

MP-401(Old)/205

June - Examination 2019

**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 word. Each question carries 2 marks.

1. Explain the following terms within 30 words each :
 - (i) Mission
 - (ii) Business Environment
 - (iii) BCG Matrix
 - (iv) Merger
 - (v) Turnaround Strategy
 - (vi) Strategic Business Unit
 - (vii) Behavioural Implementation of Strategy
 - (viii) Strategic Planning

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) Describe the Process of Organisational Diagnosis.
- 3) Discuss Michel Porter's Model of five forces.
- 4) Elaborate Growth Strategy of a firm.
- 5) Distinguish between Merger and Acquisition.
- 6) Discuss the interrelationship between formulation and implementation of strategies.
- 7) State the risks associated with implementation of strategy in new industries.
- 8) Discuss the relationship between organizational structure and strategy.
- 9) Elaborate 7-S Framework.

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) "Politics and Power can be used strategically for organizational goals". Explain.
 - 11) Discuss the appropriate strategy for Gap analysis and elaborate major techniques for analyzing a corporate portfolio.
 - 12) Discuss the Cost Leadership Strategy of a firm.
 - 13) Discuss important retrenchment strategies.
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