

8. Ram has started a new business of manufacturing washing powder. Make a plan for him to promote his product.
9. Define Matrix Structure. Also explain its merits and demerits.

MP-205/MP-401 (Old)

June – Examination 2022

Master of Business Administration (II Year) Examination

Strategic Management

Paper : MP-205/MP-401 (Old)

Time : 1½ Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 4 marks.

1. (i) What is the overall objective of Strategic Management ?
- (ii) What is meant by Strategic Choice ?
- (iii) What do you mean by Differentiation Strategy ?
- (iv) How would you define Environmental Scanning ?
- (v) What is the another name of Question Marks in reference to BCG Matrix ?
- (vi) Define Turnaround Strategy.
- (vii) What is Strategic Control ?
- (viii) The statement “Who we are and what we do” describes the vision or mission of an organisation.

Section–B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 16 marks.

2. What is Disinvestment Strategy ? When is it adopted ?

3. Explain the different types of Strategic Control.
4. What are the important roles of a Strategic Leader ? Explain with examples.
5. Throw light on the major benefits of Strategic Management.
6. In the context of Ansoff’s Market Growth Matrix, identify with reasons the types of growth strategies followed in the following cases :
 - (i) A leading producer of toothpaste, advises the customers to brush teeth twice.
 - (ii) A business giant in hotel industry decides to enter into dairy business.
 - (iii) One of India’s premier utility vehicles manufacturing company ventures to foray into foreign markets.
 - (iv) A renowned auto manufacturing company launches ungeared scooters in the market.
7. Explain the meaning, advantages and disadvantages of Focus Strategy.