

Total No. of Pages : 04

Roll No.....

MS-201/CP-3001

**Business Policy and Strategic Management/
Strategic Management**

Master of Business Administration

(MBA-10/12/13/16/17)

3rd and 5th Semester, Examination-2019

Time : 3 Hours

Max. Marks : 80

Note - This Paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the Questions contained in these sections according to the detailed instructions given therein.

Section - A

(Long-Answer-Type Questions)

Note - Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any Three (03) questions only.

(3 × 15 = 45)

1. What are the various levels of strategy? Do you think that the various levels of strategy are interacting?

2. “An appropriate organization structure is important for implementing strategy successfully.” In view of this statement, elucidate and explain the nature of interaction between strategy and structure.
3. What points need to be considered while using a particular method or technique for environmental scanning?
4. Briefly explain the factors which contribute towards the success of a strategic alliance. Illustrate with a recent example of strategic alliance.
5. What are the different types of strategies under these corporate level strategies;
 - a) Stability
 - b) Expansion
 - c) Retrenchment
 - d) Combination

Section - B
(Short-Answer-Type Questions)

Note - Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only.

(5 × 7 = 35)

Briefly discuss any five (05) of the following:

1. Purpose of strategic Management.
2. Nature of Strategy.
3. Roles that CEO play in Strategic Management.
4. Importance of objectives setting in Strategic Management.
5. Analysis of Competition in an Industry : Five Forces Model.
6. Principles of Blue Ocean Strategy.
7. Cooperative Strategies and Competitive Advantage.
8. Need for Developing Contingency Strategies.