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Roll No. -----

MS-201/CP-3001

Business Policy and Strategic Management / Strategic Management

Master of Business Administration

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

3rd / 5th Semester, Examination June 2022

Time: 2 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. What are the elements in strategic management process? Also discuss the steps involved in the strategic management process.
- Q.2. What are the advantages of using BCG matrix as a portfolio tool? How does it help in identifying the strategies for business organization?
- Q.3. Distinguish between corporate and business level strategies. Explain the importance of business level strategies.
- Q.4. What are the factors involved in technological leadership or followership? How can technology help in creating competitive advantage?
- Q.5. Discuss the nature of the interrelationship that exists between the formulation and implementation of strategies. Give examples of such an interrelationship.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

P.T.O.

Briefly discuss any four of the following:

1. Strategies Intent.
 2. Techniques of Strategic Evaluation and Control.
 3. Types of Competitive Advantage and Sustainability.
 4. Corporate Restructuring.
 5. Strategy-Culture Relationship.
 6. Rationale of performing a SWOT Analysis.
 7. Characteristics of a good mission statement.
 8. Balanced Score Card.
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