

# **MS-201/CP-3001**

## **Business Policy & Strategic Management / Strategic Management**

Master of Business Administration (MBA-10/12/13/16/17)

3rd / 5th Semester, Examination, 2019 (June)

**Time : 3 Hours]**

**Max. Marks : 80**

**Note :** This paper is of Eighty (80) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

### **SECTION-A**

#### **(Long Answer Type Questions)**

**Note :** Section 'A' contains four (04) long answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

(2×19=38)

- 1.** What is strategic management ? Explain the objectives and functions of strategic management.

2. What are the different environmental factors that an organisation should analyse in its strategy formulation ? How do these factors affect the operation of an organisation ?
3. What are the elements of a strategic choice process ? How do these elements contribute to strategic choice ?
4. What type of role is played by strategic control in strategic management process ? Discuss the barriers that affect strategic control.

## **SECTION-B**

### **(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer any four (04) questions only. (4×8=32)

1. What is strategy ? What are the levels of strategy ?
2. Define strategic planning. What are the steps in strategic planning ?
3. What is SWOT analysis ? How do you use SWOT analysis in crafting strategies ?
4. How do companies craft strategic business unit level strategies based on customer needs ?

5. What is 7-5 model ? How its helps in reducing the difficulties in strategy implementations ?
6. What are the different kinds of functional strategies ? How do you implement them ?
7. What is the need of value chain analysis ? Explain using examples.
8. What are the barriers to strategic evaluation ? How do you overcome them ?

**SECTION-C**  
**(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory. (10×1=10)

Write True / False against the following :

1. Strategic management is a bundle of tricks and magic.
2. For a small entrepreneur vision and mission are irrelevant.
3. 'B' in BCG matrix stands for balance.
4. The purpose of SWOT analysis is to rank organizations.
5. A company's strategy has always to be proactive in nature.

6. Acquisition is a strategy.
  7. Concentric diversification amounts to unrelated diversification.
  8. Functional level constitutes the lowest hierarchical level of strategic management.
  9. Strategy follows structure.
  10. Culture promotes better strategy execution.
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