

Roll No.

Total Pages : 3

701346

December 2022

MBA 3rd SEMESTER

Strategic Management (MS-201)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) What points are to be kept in mind while deciding vision for a firm? (1.5)
- (b) Differentiate between plan and strategy with example. (1.5)
- (c) Discuss the different levels of strategies. (1.5)
- (d) What is the relevance of balance score card approach for a strategic manager? (1.5)
- (e) What is the aim of Value chain analysis as a strategic management tool. (1.5)

701346/520/111/7

W [P.T.O.]

- (f) Write the relevance of STEEP analysis. (1.5)
- (g) List out the behavioural issues faced at the time of strategy implementation (1.5)
- (h) Write in brief about the Mc-kinsey's 7-S framework. (1.5)
- (i) Differentiate between strategic control and operational control. (1.5)
- (j) Discuss the barriers of strategic evaluation and control. (1.5)

PART-B

2. 'The process of strategic management initiates with strategic indent and ends with evaluation and control' Do you agree? In light of the said statement discuss the steps involved in the process of strategic management. (15)
3. (a) 'Strategic Planning provides a basis for effective strategic management' Justify. (7.5)
- (b) Discuss in detail BCG matrix and GE nine cell matrix. Also discuss how these matrices help in determining strategies for a firm. (7.5)
4. 'Strategies are many but we need to be very careful while selecting strategy for our firm' In light of the said statement discuss what points are to be kept in mind while selecting strategies. Throw light on different strategic options available in front of a business firm. (15)

5. Write short notes on :

- (a) Process of strategic control. (7.5)
- (b) Relationship between strategic formulation and implementation. (7.5)

6. 'Strategic implementation is a tedious task and need consistent efforts to achieve desired objectives' Discuss. (15)
7. Write a detailed note on various techniques of strategic evaluation and control. (15)