

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)**

Term-End Examination

December, 2012

**MRS-010 : STRATEGIC MANAGEMENT AND
SCENARIO PLANNING**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. How are the objectives in an organization are formulated ? List out their features and discuss them briefly.
2. What is an internal environment of an organization ? How does it affect the strategic formulation process ?
3. What do you understand by resource allocation ? Explain with the help of example, why is it important for an organization to allocate resources ?
4. Describe the role and relevance of Human Resource in Strategic Management.

5. Choose an organization and discuss its strategic control system in brief.
 6. What do you understand by diversifications ? Why do organizations adopt diversification strategy ?
 7. Briefly explain the following :
 - (a) Mergers
 - (b) Handling Turbulence
 8. How does organizations develop competitive strategies ? Explain giving examples.
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