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MS-11

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2020

MS-11 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry **equal** marks.

1. Differentiate between the following :
 - (a) Strategy *vs.* policies and tactics
 - (b) Strategy *vs.* programme, procedure and rules
2. How does a firm identifies strategic alternatives ? What are these alternatives ? Explain.
3. What do you understand by objectives and goals ? Discuss.

4. Briefly discuss the following :
 - (a) McKinsey's 7S framework
 - (b) Environmental scanning
5. (a) How do the Critical Success Factors (CSF's) contribute to Organization's success ?
 - (b) Explain the importance of value chain framework in an organization.
6. (a) What is the role of cost in the growth of a business ? Discuss.
 - (b) Explain as to how the cost-leadership strategy enables the firm to defend it against various competitive forces.
7. How can an organization 'Go International' ? Explain with suitable examples.
8. Why do mergers and acquisitions take place ? What are the reasons for failure of mergers and acquisitions ? Explain.