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MS-11

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2022

MS-11 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Explain with examples the strategic process in a single SBU and a multiple SBU.
2. What are the different aspects of strategic intent, vision and mission ? Illustrate with the help of examples.
3. Describe the PESTLE framework with the help of examples.
4. What do you understand by competitive environment which an organization faces ? How does Porter's five forces framework help the organization in analyzing the competitive environment ? Discuss.

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5. Describe the changing role of cost in different market conditions giving examples.
6. Briefly discuss of the following :
 - (a) Types of differentiation
 - (b) Sources of differentiation
7. Discuss the nature and scope of corporate strategy in the present context.
8. Write brief notes on the following :
 - (a) Mother-Daughter structure
 - (b) Global product structure