

MMPC-012
MASTER OF BUSINESS ADMINISTRATION (MBAOL)
STRATEGIC MANAGEMENT

Time : Three Hours

Maximum Marks : 100

Note : Attempt questions from all Sections as instructed.

Section-I (Short Answer Type Questions) (5×4=20)

Attempt any five questions. Each question carries 4 marks.

1. List and discuss the concept of Strategy.
2. What do you understand by Mission Statement?
3. What are the steps involved in scenario planning?
4. What are different types of resources in Resource Based View?
5. What do you understand by values and ethics?
6. Write a note on Balanced Score Card.
7. Explain Shell's Directional Policy Matrix.

Section-II (Medium Answer Type Questions) (5×10=50)

Attempt any five questions. Each question carries 10 marks.

8. List and discuss the elements of Strategic Implementation.
9. What do you understand by competitive environment for an industry?
10. Discuss the Internal Factor Evaluation Matrix.
11. What is the role of leadership in Strategic Management?
12. What do you understand by Strategic Intent?
13. How has corporate governance evolved? Discuss.

14. Discuss the concept of Focus Strategy.

Section-III (Long Answer Type Questions) (2×15=30)

Attempt any two questions. Each question carries 15 marks.

15. Explain expansion strategy giving examples.

16. List and discuss the main functional policies in an organization.

17. Describe Business Portfolio Analysis, with the help of examples.