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MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2024

MS-11 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. What are the different levels of strategy ? Explain with the help of examples.
2. Write short notes on the following :
 - (a) Strategic Intent
 - (b) Vision and Mission
3. What is the role of McKinsey's framework with respect to PESTEL analysis ? Explain.
4. Discuss the different variants of Focus Strategy giving examples.

5. Describe the nature and scope of Corporate Strategies.
6. Why do organisations opt for Mergers and Acquisitions as a strategy ? Discuss the reasons for the failure of Mergers and Acquisitions.
7. How do Multinational Organisations structure themselves ? Explain.

P.T.O.