

MANAGEMENT PROGRAMME

Term-End Examination

07811

December, 2012

MS-11 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weigh tage 70%)

Note :

- (i) There are two sections : Section A and Section B.*
 - (ii) Attempt any three questions from section - A, which carries 20 marks each.*
 - (iii) Section - B is compulsory and carries 40 marks.*
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SECTION - A

1. Briefly discuss the process of strategy. Also explain the importance of evaluation and control in strategy making process. 20
2. What do you understand by 'Product Differentiation' ? Discuss its relevance in the present competitive environment. 20
3. Write a short essay on general environment and organizations' strategy and its impact on the overall competitive position of an organization. 20
4. Write a brief note on the following : 2x10=20
 - (a) Role of cost in business growth
 - (b) Cost Leadership
5. List out the factors which contribute to successful alliances. Explain each of these in brief. 20

SECTION - B

6. Select a company of your choice, from your understanding of strategic control decision making, elaborate on how strategic control affects the direction of the company.

 7. Identify two companies that have recently merged.
 - (a) Discuss the organizational culture of each company.
 - (b) Discuss the problems the two companies might face in combining their cultures in post merger scenario.
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