

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2021**

**MS-011 : STRATEGIC MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :**

- (i) Answer any **five** questions.
  - (ii) All questions carry equal marks.
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1. Briefly explain various stages of a strategic management process with the help of suitable examples.
2. What do you understand by a 'General Environment' for a business ? How is it important for a business organization ? Explain.
3. What do you understand by 'Differentiation' ? Explain different types of differentiation, giving examples.
4. Write notes on the following :
  - (a) Balanced Scorecard
  - (b) Dimensions of Leadership Styles

5. How does a Value Chain framework work for an organization ? Explain with examples.
  6. What is the nature and scope of corporate strategy ? Support your answer with the help of examples.
  7. What is the relationship between strategic planning and strategic control process ? Explain.
  8. Does corporate culture play a crucial role in the development of an organization ? Justify.
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