

No. of Printed Pages : 2

MS-11

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MS-11 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. How do organisations make an appropriate strategic choice ? Discuss different ways of making a strategic choice.
2. Write short notes on the following :
 - (a) Experience curve effect and its applicability
 - (b) Value Chain Framework
3. Discuss in brief the need, characteristics and process of setting objectives. Explain with the help of suitable examples.

P. T. O.

[2]

4. Explain the different types of resources available for an organisation under Resource Based View (RBV).
5. Why do organisations choose diversification ? Discuss the rationale for diversification.
6. How a strategic alliance benefits an organisation ? Explain in detail.
7. What are the different dimensions of a leadership style ? Explain.