

00923

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL)
(MBARS)**

Term-End Examination

June, 2012

**MRS-010 : STRATEGIC MANAGEMENT AND
SCENARIO PLANNING**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. Explain the concept of Strategic Management. Discuss its relevance in the present context.
2. What is SWOT ? Why is it important for an organisation to do a SWOT analysis ? Discuss giving examples.
3. Describe the process of corporate planning. Illustrate your answer giving examples.
4. Discuss the different levels of strategy, which are important for strategy formulation.
5. Write brief notes on the following :
 - (a) BCG matrix
 - (b) Balanced Score card.

6. Why is important for an organisation to have functional strategies ? Explain keeping in account the production / operations functions.
 7. Does leadership play an important role in formulating a strategy of an organisation ? Justify with the help of examples.
 8. Take a company of your choice and discuss the organisation culture of that organisation.
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