

MANAGEMENT PROGRAMME
Term-End Examination
June, 2021

MS-11 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note :

- (i) Answer any **five** questions.
 - (ii) All questions carry equal marks.
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1. Differentiate between the following, giving examples :
 - (a) Strategy vs. Policies
 - (b) Strategy vs. Tactics

2. Explain the role of Portfolio Analysis for a multi-product organization. Give examples.

3. What is the role of cost in the growth of business ? Explain with the help of examples.

4. Write short notes on :
 - (a) BCG matrix
 - (b) Focus strategy

 5. How does a value chain framework work for an organization ? Explain with examples.

 6. Explain different types of strategic alliances giving examples.

 7. What are the different stages through which an organization passes during evaluation ? Explain with examples.

 8. Explain the concept and functions of leadership with respect to strategic management. Support your answers with examples.
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