

**TRIBHUVAN UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
Office of the Dean  
**January 2021**

**Full Marks: 60**  
**Pass Marks: 27**  
**Time: 1.5 Hrs.**

**BIM / Seventh Semester / MGT 208: Business Strategy**

*Candidates are required to answer the questions in their own words as far as practicable.*

*[6 × 10 = 60]*

*Attempt any SIX Questions:*

- ✓ 1. What do you mean by strategic plan? Explain the steps of strategic plan with suitable example.
- ✓ 2. Define objective. What are the major differences between financial and strategic objectives?
- ✓ 3. What do you mean by environment analysis? Explain any one major technique of internal analysis.
4. Discuss about Porter's Five Forces Model.
- ✓ 5. Explain the implication of the industry life-cycle in strategic management.
- ✓ 6. Define growth strategy. Explain the ways of implementing growth strategy.
- ✓ 7. What are the roles of strategic leadership in successful implementation of strategy?
8. What do mean by strategic control? Explain its process.

