

MMS/D-15
STRATEGIC MANAGEMENT
PAPER-CP-301

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from Part-A of 5 marks each and three questions of 10 mark each from Part B.

PART-A

Write short notes on the following;

- 1 Exemplify the concept of Vision.
- 2 What are the critical success factors in setting objectives?
- 3 Describe the concept of Environment in context of strategic management.
- 4 Enumerate the pitfalls of using SWOT Analysis.
- 5 What is Synergy?
- 6 What are backward linkages?
- 7 What are different types of Strategies?
- 8 What do you understand by Competitive advantage?
- 9 What are new modes of Leadership
- 10 Discuss organization structure from the view point of Strategy implementation.

PART -B

- 11 What are the objectives of Business Policy? Explain its importance.
- 12 What different types of factors affect the process of Environment appraisal?
- 13 What makes strategy implementation a challenging task? Explain how we can overcome these challenges?
- 14 Explain in details the Michael Porter's five forces model on competitiveness.
- 15 What do you understand by Strategic Decision Making? Explain the process of strategic decision making.