

Roll No.....

13346

**MMS/D-13
STRATEGIC MANAGEMENT
Paper—CP-301**

Time allowed: 3 hours]

[Maximum marks: 70

Part—A

Note: Attempt any eight questions, each question carries five marks.

1. Explain the concept of Strategy.
2. Discuss relevant Person—related factors in strategic decision making.
3. Bring out elements in the strategic management process.
4. Explain the concept of Synergy in strategic management.
5. What is SWOT analysis? Discuss its significance.
6. Briefly explain different approaches that can be adopted by strategists to appraise their organizations.
7. Differentiate between the objective and subjective strategy selection factors.
8. Mention the role that different participants play in strategic evaluation.
9. Differentiate between Strategic momentum control and Strategic leap control.
10. Discuss new directions in Strategic thinking.

Part—B

Note: Attempt any three questions. Each question carries ten marks.

11. Write a comprehensive note on Strategic evaluation and control.
 12. Describe the concept of Strategy formulation and also discuss various types of Strategies.
 13. Write notes on the following:
 - (a) Concept of value chain
 - (b) Business ethics and corporate strategy.
 14. How does formulation affect the implementation of strategies? Also discuss structural, behavioural and functional implementation of strategies.
- Write notes on the following:
- (a) Process of strategic decision marking
 - (b) Various types of planning systems.