

MMS/D-16
STRATEGIC MANAGEMENT
PAPER-CP-301

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any 8 questions from part-A carry 5 marks each and any 3 questions from Paper-B carrying 10 marks each. The length of each question should not exceed 3 pages in Part-A and 5 pages in Part-B.

Part-A

1. Describe meaning and importance of strategic management.
2. Specify the interrelationship between strategic planning and strategic management.
3. Explain any two approaches to strategy making.
4. Bring out the relation between Business Ethics and Strategic Management.
5. What is the difference between corporate mission and corporate objectives?
6. Describe any three primary sources of information for environmental scanning.
7. What is Gap Analysis? Explain its relevance in environmental analysis and strategies management.
8. Describe various retrenchment strategies in brief.
9. Explain the qualitative criteria used in strategic evaluation and control process.
10. Explain the factors which must be considered while matching organization structure and business strategy.

Part-B

11. What are various levels in strategic management process? Is there any interrelation among them? What is the role of the board of directors and the chief executives in strategic management process? Explain precisely.

12. Answer the following questions in short :

- (a) How would you define a business from strategic management point of view?
- (b) What is strategic intent?
- (c) What are marketing questions which must be answered or analysed by the strategist of a firm while making environmental analysis?

13. Enumerate the following models of strategic choice :

- (a) BGC;
- (b) GE-Mckinsey Matrix.

14. Explain with example the following strategies in upto one page length each :

- (a) Cost leadership
- (b) Offensive Strategies
- (c) Divestment Strategy
- (d) Strategic alliance
- (e) Joint Venture

15. Discuss functional policies and plans in the area of Finance and Human Resource Management with respect to strategy implementation. Also explain in brief behavioral issues in strategy implementation.