

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examinations-2081
Bachelor of Business Studies (BBS)
Semester - VIII

Subject: Strategic Management
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 482
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. What do you mean by strategy?
2. Name the three levels of strategy typically found in organizations.
3. What makes strategic decisions different from routine decisions?
4. Write the meaning of benchmarking in the context of comparative analysis.
5. What is the Strategic Advantage Profile (SAP)?
6. What do you mean by core competencies?
7. In the environmental scanning process, why is it important to consider both threats and opportunities?
8. What is meant by market development?
9. What is licensing, and how can it be used as a strategic development method?
10. Write the meaning of strategic surveillance.

SECTION B: SHORT ANSWER QUESTIONS (3 X 3 = 9 MARKS)

Answer any **THREE** questions.

11. What is strategic management? Explain the importance of strategic management. [3+5]
12. What do you mean by internal environment? Explain the components of internal environment. [3+5]
13. What is acquisition and merger? What are its types? Also explain the reasons for acquisition and merger. [1+2+5]
14. What do you mean by operationalizing the strategy? Explain the process of operationalizing the strategy. [2+6]
15. Write short notes (On any Two): [4+4]
 - a. Value Chain Analysis
 - b. Porter's Five Forces Model
 - c. Strategic Control

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. What do you mean by strategic plan? Explain the features of strategic plan. Also discuss the process of formulating strategic plan. [3+5+5]
17. Analyze how external environmental factors, as outlined in the PESTEL framework, influence a company's strategic decision-making process. Critically assess the impact of each PESTEL component-political, economic, social, technological, environmental, and legal-on shaping strategic choices. [4+9]
18. How does the strategic clock framework categorize various strategic options? Provide a detailed explanation of each strategic option within this framework. [13]

THE END