

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Chance 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. Name any two characteristics of strategic decisions.
2. What are threshold resources?
3. Enlist the steps in the strategic management process.
4. Name any two components of the internal environment.
5. What is a strategic advantage profile?
6. What do you mean by value chain analysis?
7. Write any two differences between stability and retrenchment strategies.
8. What is meant by market penetration?
9. What is franchising in strategic development?
10. List the different types of mergers.

**SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)**

Answer any **THREE** questions.

11. What is strategic management? Explain its importance. [2+6]
12. Explain the concept of comparative analysis in strategic management. Discuss its key techniques, including historical comparison, industry standards, and benchmarking, with examples. [2+6]
13. Discuss strategic options under the strategic clock framework. [8]
14. What do you mean by operationalizing a strategy? Explain the process of operationalizing a strategy. [2+6]
15. Write short notes on any two of the following: [4+4]
  - a. Strategic Planning
  - b. Porter's competitive strategy
  - c. Strategic control

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

Answer any **TWO** questions.

16. "Strategy is a long-term plan of action designed to achieve a particular goal or set of goals or objectives." In line with this statement, explain feature and levels of strategy in an organization. [13]
17. What is PESTEL analysis? Describe its key components and critically analyze how these external environmental factors influence a company's strategic decision-making process. [3+10]
18. Discuss various business strategies under Porter's competitive strategy framework. [13]

**THE END**