

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2078
Master of Business Studies (MBS)
Semester - III

Subject: Strategic Management

Course Code: MGMT 536

Full Marks: 60 Pass Marks: 30

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: CRITICAL THINKING QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions:

1. What do you mean by strategy?
2. Enlist the type of corporate level strategy.
3. State the meaning of environmental scanning.
4. Mention the concept of unique resources.
5. What do you understand by benchmarking?
6. Under what conditions is retrenchment strategy preferable?
7. State the meaning of core competency.
8. What is product diversification?
9. Give the concept of strategic evaluation.
10. Write down the definition of scenario planning.

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

Answer any **THREE** questions:

11. Write the meaning of strategic management. Explain, in brief, the importance of strategic management in the globalized world. [2+6]
12. Make a short note on available resources and threshold resources. [4+4]
13. What are the different strategic options under strategic clock oriented market based strategies? Explain.[8]
14. What is SWOT analysis? How does SWOT analysis help an organization position itself strategically? [4+4]
15. What is strategic control? Briefly explain the different types of strategic control. [2+6]

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

Answer any **TWO** questions:

16. Who is chief executive officer (CEO)? Describe the role of CEO in strategy formulation, implementation and control. [3+10]
17. Why is portfolio analysis important? Explain your understanding of BCG matrix. What are the major contributions of this matrix in corporate strategic choice? Explain. [2+2+9]
18. "Study of business environment is one of the prime activities of modern manager." With reference to the given statement, explain the different components of internal and external business environments.[13]

THE END