

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATIONS: 2018
MASTER OF BUSINESS STUDIES (MBS)
SEMESTER - III

Subject: Strategic Management

Course Code: MGMT 536

Full Marks: 100

Time: 4:00 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 X2 = 20 MARKS)

Answer all questions:

- Q1. Write the meaning of strategic management within two sentences.
- Q2. Mention any four characteristic of strategic decision.
- Q3. State the concept of threshold resources.
- Q4. Enlist any four importance of strategic management.
- Q5. Mention the meaning of benchmarking.
- Q6. Under what condition, organizations adopt the retrenchment strategy?
- Q7. State the meaning of market penetration.
- Q8. Mention the meaning of strategic evaluation.
- Q9. Write the concept of scenario planning.
- Q10. Draw a diagram of team based organization structure.

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any SIX questions:

- Q11. Explain in brief, the importance of strategic management in globalized world. 8
- Q12. What do you mean by environmental scanning? Explain the process of environmental scanning. 2+6
- Q13. Make a short note on available resources and unique resources. 4+4
- Q14. What are the different strategic options under strategic clock? Explain. 8
- Q15. Briefly, explain about the process of operationalizing the strategy. 8
- Q16. Mention the meaning of strategic control. Explain about the different types of strategic control. 2+6
- Q17. What are the different directions for strategy development? Explain. 8
- Q18. Write short notes on (**any two**) followings: 4+4
 - a. Stability Strategy
 - b. PESTEL Analysis
 - c. Core Competencies

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any TWO questions:

- Q19. What do you mean by strategy? Explain in brief the different levels strategy with suitable examples. 2+14
- Q20. State the meaning of Boston Consulting Group (BCG) matrix. What are the major contributions of this matrix in corporate strategic choice? Explain. 4+12
- Q21. Mention the meaning of business environment and explain the different components of internal and external business environment. 4+6+6

