

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATION: 2075
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VIII

Subject: Strategic Management
Full Marks: 100

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 2 = 20 MARKS)

Answer **ALL** questions.

- Q1. State the meaning of strategy management.
- Q2. Write any two importance of strategic decision.
- Q3. What do you mean by stability strategy?
- Q4. Give the concept of unique resource.
- Q5. Write the meaning of product development.
- Q6. Give short note on retrenchment strategy.
- Q7. Mention the meaning of threshold resources.
- Q8. Make a list of strategic management process.
- Q9. State the meaning of benchmarking.
- Q10. Under what condition, organizations adopt the expansion strategy?

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

Answer any **SIX** questions.

- Q11. What do you mean by environmental scanning? Explain the process of environmental scanning. (2+6)
- Q12. Explain in brief, the importance of strategic management in globalized world. (8)
- Q13. Give the concept of strategic decisions and explain its characteristics. (2+6)
- Q14. Write the short notes on available resources and unique resources. (4+4)
- Q15. What is comparative analysis? Explain in brief about the technique of comparative analysis. (2+6)
- Q16. State the meaning of strategic control and explain its types. (2+6)
- Q17. Briefly, explain the industry analysis using porter's five forces model. (8)
- Q18. Write short notes on (**any two**): (4+4)
 - a. Market development
 - b. Core Competencies
 - c. PESTEL analysis

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

Answer any **TWO** questions.

- Q19. What do you mean by strategy? Briefly, explain the level of strategy? (4+12)
- Q20. Give the meaning of business environment and explain the different components of internal and external business environment. (4+6+6)
- Q21. a) What are the steps involved in operationalizing the strategy? Discuss. (8)
b) State the meaning of diversification strategy and explain its types. (2+6)

