

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2079
Bachelor of Business Studies (BBS)
Semester - VIII

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

Course Code: MGMT 382
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. State any four features of Strategy.
2. What do you mean by strategic plan?
3. Write the meaning of Vision.
4. State any two reasons of strategic alliance.
5. What is market development?
6. Write the meaning of unique resource.
7. State any two advantages of matrix structure.
8. What is strategic option?
9. What do you mean by strategic surveillance?
10. Write the meaning of sunk cost.

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

Answer any **SIX** questions.

11. What do you mean by strategic decisions? Explain the features of strategic decisions. [3+5]
12. What is external environment? Briefly explain the components of external environment. [3+5]
13. What is value chain analysis? Explain the activities under value chain analysis. [3+5]
14. Define corporate level strategy and explain its types with examples. [8]
15. What is meant by strategic advantage profile? Briefly discuss the process of preparing strategic advantage profile. [3+5]

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

Answer any **TWO** questions.

16. What is strategic management? Explain the importance of strategic management. [3+10]
17. What do you mean by internal environment? State and explain the components of internal environment. Also, enumerate the significance of internal environment in strategic management. [3+7+3]
18. What are the different strategic options under strategic clock? Discuss. [13]

THE END