

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2080
Master of Business Studies (MBS)
Semester - III

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

Course Code: MGMT536
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 are the different roles of CEO in strategic management? List them.
2. Write the meaning of available resources in an organization.
3. What is environmental scanning?
4. Write any two characteristics of strategic decisions.
5. What do you understand by benchmarking?
6. Under what conditions business organization adopt the retrenchment strategic?
7. State the concept of market development.
8. Write the meaning of scenario planning.
9. What is strategic evaluation?
10. Draw a diagram of team based organization structure.

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

Answer any **THREE** questions:

11. What is strategy? Explain in brief the corporate, business and functional levels of strategy in the business organization. [2+6]
12. What is diversification strategy? What are the different types of diversification strategy? Explain. [2+6]
13. Define strategic control. What are the types of strategic control? Explain. [2+6]
14. What are the major contributions of Boston Consulting Group (BCG) matrix in corporate strategic choice? Explain. [8]
15. Write short notes on the following (**Any Two**) [4+4]
 - a. Product Development
 - b. Strategic Control
 - c. PESTEL Analysis

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

Answer any **TWO** questions:

16. What is strategic management? What are the challenges of strategic management? Also explain the importance of strategic management in the globalized world [3+5+5]
17. What is business environment? Why is the understanding of business environment necessary for manager? What are the components of business environment? Explain. [2+3+8]
18. What are strategic options? What are the different strategic options under strategic clock oriented market based strategies? Explain. [5+8]

THE END