

MMS / D-17

STRATEGIC MANAGEMENT

Paper-CP-301

Time allowed : 3 hours]

[Maximum marks : 70

Note :- Attempt any **Eight** questions from **Part-A** carrying **Five** marks each and any **Three** questions for **Part-B** carrying **Ten** marks each. The length of each question should not exceed **Three** pages in **Part-A** and **five** pages in **Part-B**.

Part-A

1. Describe importance of strategic management.
2. Differentiate between corporate planning, strategic planning and long range planning.
3. What are the main features of 'mission statement' of a firm? Prepare a list of questions that must be answered by mission statement.
4. What is strategic intent? How is strategic intent different from corporate objectives?
5. Write a note on Value Chain Analysis.
6. Explain ten key financial ratios for a company so as to carry out financial analysis to decide its financial competency.
7. Describe, with example, any two techniques of environmental scanning.
8. What are the strategies used by market leader? Explain any two of them.

9. Explain the strategies used by company to remain in business or sustain stability.
10. Describe the new directions in strategic thinking.

Part-B

11. What are the steps or stages consisted in strategic management process? Describe in detail the strategy formulation stage with more emphasis on objectives setting.
12. What is ETOP? Prepare the ETOP for a Software company in India. Also explain QUEST as a technique for environmental scanning. <http://www.kuonline.in>
13. Write short notes on :
 - (i) BCG model, (ii) Ansoff Matrix
 - (iii) Concentric diversification.
14. Analyse the important factors which a company should consider to match the organizational structures with strategy. Mention various organizational structures.
15. (a) Analyse marketing policies and plans with respect to strategy implementation in terms of marketing mix.
(b) Explain some criteria used for strategic control.

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