

Roll No. ....

Total Pages : 2

MMS/D-14

13574

**STRATEGIC MANAGEMENT**

Paper-CP-301

Time Allowed : 3 Hours

Maximum Marks : 70

Note : Attempt any eight questions from Part-A and any three questions from Part-B. Each question of Part-A, carries 5 marks and that of Part-B carries 10 marks.

**PART-A**

1. What are the elements of Strategic Management?
2. What do you understand by Strategic Intent?
3. Explain ETOP.
4. Distinguish between Internal and External components of Environment.
5. What is Life cycle analysis?
6. How is Strategic Surveillance done?
7. What is the need for Functional Plans and Policies?
8. Explain the inter-relationship between Strategy Formulation and Implementation.

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9. What are the types of Planning Systems?
10. Explain the concept of Value Chain.

**PART-B**

11. Explain the nature and importance of Strategic evaluation and control. Describe the barriers evaluation and the requirements for effective evaluation.
12. What do you understand by Environment scanning and what approaches are followed for this? What methods and techniques are used for Environment scanning?
13. What are the factors affecting Resource Allocation? What are the difficulties in Resource Allocation?
14. Explain the differing views on Social responsibility and narrate, how organizations can develop Social responsiveness.
15. Critically examine the trends in External Environment of Business. What are the new directions in Strategic thinking?

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