

**Term End Examination - December, 2017**  
**P G Diploma in Management**  
**Course Title: Strategic Management**  
**Course Code: MP-10**  
**(Session 2017-18)**

**Answer any four questions from Group - 'A', any two questions from Group 'B' and any three questions from Group - 'C'.**

**Group A**

**Attempt any four questions: (4 x 5=20)**

- Q.1. Define Strategic Management. State how it is different from General Management.
- Q.2. What is Porter's Five Forces Model?
- Q.3. Explain the concept of Corporate Restructuring.
- Q.4. What do you understand by Blue Ocean Strategy?
- Q.5. Define Environmental Scanning.

**Group B**

**Attempt any two questions: (2 x 10=20)**

- Q.6. Differentiate between corporate level strategy and business level strategy. Give appropriate examples.
- Q.7. Illustrate the important features of Henry Mintzberg Model.
- Q.8. Explain the different types of objectives and goals formulated at varied levels of management.

**Group C**

**Attempt any three questions: (20x 3=60)**

- Q.9. "Balance Scorecard is an effective tool used for incentive based pay." Illustrate.
- Q.10. Explain the McKinsey 7-S Framework with appropriate examples.
- Q.11. What do you understand by Strategic Competence? Explain any three strategies which will help an organization to obtain strategic competence.
- Q.12. Write short note on:
  - a) Strategic Implementation
  - b) Mission & Vision