

**Term End Examination: June – 2018**  
**Management Programme**  
**Strategic Management**

MP-10

**Time: 3 hours**

**Full Marks: 100**

**Read the instructions carefully before attempting questions from each group.**

**GROUP – A**

***Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]***

- i. In corporate language, the term 'Mission' leads to \_\_\_\_\_.
  - a. Goals
  - b. Targets
  - c. Objectives
  - d. None of the above
  
- ii. Which of the following are the internal factors that influence the strategy and other decisions?
  - a. Value System
  - b. Mission and Objectives
  - c. Management Structure and Nature
  - d. All of the above
  
- iii. \_\_\_\_\_ analysis is one of the prime and primary steps in strategic management.
  - a. SCOT
  - b. WOTS
  - c. ETOP
  - d. SWOT
  
- iv. The external environment consists of two types of environment. Name them.
  - a. Mini and Micro
  - b. Mega and Micro
  - c. Micro and Macro
  - d. Mini and Mega
  
- v. What is the full form of BCG?
  - a. Bombay Consulting Group
  - b. Barmby Consulting Group
  - c. Bolivia Consulting Group
  - d. Boston Consulting Group
  
- vi. Products in High Growth-High Market share are called \_\_\_\_\_.
  - a. Dogs
  - b. Cash Cows
  - c. Stars
  - d. Question marks
  
- vii. As per the BCG Matrix, Dogs may produce \_\_\_\_\_.
  - a. Loss
  - b. Profit
  - c. No loss no profit
  - d. None of the above

- viii. For several industries, buyers are potential competitors.  
a. True b. False
- ix. A combination strategy does not result from environmental changes.  
a. True b. False
- x. Bajaj Auto, until a few years back had a monopoly in their line of business. But with the competition on the rise, they had to resort to Strategic Management.  
a. True b. False

### GROUP – B

**Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]**

- a) Levels of strategic management
- b) Product life cycle matrix
- c) Return on Investment (ROI)
- d) Mc Kinsey 7-S framework
- e) Generic strategies
- f) Responsibility centre

### GROUP – C

**Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]**

- a) Explain the various functional level strategies in an organisation.
- b) What do you mean by competitive advantage? How do you create sustainable competitive advantage?
- c) How can opportunities in the external environment be identified? Explain your answer in the light of five force model of ME porter?
- d) What do you understand by vertical integration, diversification and strategic alliances? Answer with suitable examples.
- e) Explain the various phases of strategy formulation with an illustration.
- f) Write the Differences between:
  - i. Plan and policy
  - ii. Programmed and contingency strategy
  - iii. Effects of learning and experience curve
  - iv. Market and marketing research

### GROUP – D

**Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]**

- a) Do a SWOT Analysis for Reliance Gio 4G services in Indian market and analyse the strategic approach of Reliance communication in this regard.
  - b) What is the nature of strategic control? Explain the types of strategic control systems.
  - c) Describe the key features of an innovation. What are the characteristics of an innovation which may serve to improve or detract from its chances of adoption by consumer?
  - d) Define Balanced Score card. Design a Balanced Score card for a Manufacturing organisation.
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