

NP-3344 (A) (CV)

M.I.B. Examination, June-2020

STRATEGIC MANAGEMENT

(MIB-402)

Time : Two Hours / [Maximum Marks : 75

Note : Attempt questions from **all** Sections as per instructions.

Section - A

(Very Short Answer Questions)

Note : Attempt any **four** questions of this Section. Each question carries 3.75 marks. Very short answer is required not exceeding 75 words. $3.75 \times 4 = 15$

1. Define strategic management.
2. Define strategy implementation.
3. Explain 'SAP' analysis.
4. What is merger?

5. What is the purpose of strategic control?

Section - B

(Short Answer Questions)

Note : This Section contains **three** questions, attempt any **one** question. Each question carries 15 marks. Short answer is required not exceeding 200 words. $1 \times 15 = 15$

6. Write a short note on preparation of 'ETOP'.
7. Discuss the factors affecting choice of strategy.
8. Differentiate between policy and strategy.

Section - C

(Detailed Answer Questions)

Note : This Section contains **five** questions, attempt any **two** questions. Each question carries 22.5 marks. Answer is required in detail. $2 \times 22.5 = 45$

9. What is the meaning of strategy? Explain the strategic management process.

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10. What do you mean about stability strategy? Explain the variants of stability strategy.
11. What is the basic concept of strategy evaluation? Discuss motivation to strategy review and control.
12. What is interrelationship between formulation and implementation of strategy? Describe the major issues in strategy implementation.
13. Define goal. What are the main characteristics of effective goals? Distinguish between goals and objectives.

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