

**Time - 3 Hour****MM-70**

The question paper contains 1 printed page.

Question No. 1. Attempt any Two. (20 marks each)

- a) Define strategic management and explain the scope of SM. What are the essential differences between Strategic and Operation Management. Strategy relies on understanding internal and external contexts, explain why this is necessary and provide examples of both contexts. What is the link called between these 2 contexts?
- b) Performance is a fundamental concept in SWOT analysis and strategic management, define the usage, usefulness and application for profit and non-profit organizations.
- c) Create problem tree and do the interpretation using any undesired situation and develop objective tree (Means to End) and objective setting for the same.
- d) Create a Log frame matrix based on the analysis conducted with the activities you plan to undertake.

Question No. 2. Write short notes (not more than 400 words). Attempt any Two. (10 marks each)

- a) Stakeholder Analysis
- b) Rapid Assessment
- c) Project Proposal

Question No. 3 Describe in brief (not more than 100 words). Attempt any two. (5 marks each)

- a) PERT
- b) Planning Cycle
- c) Project Budget Estimate
- d) Project Monitoring Team
- e) "Means and End" Logical relationship