

Time allocated for section A: 25 minutes**MM-10**

The question paper contains 3 (Three) printed page.

Section A¹

Select the most appropriate answer. Every question carries one mark. Total 10 marks. All the questions are compulsory in this section. Time allocated for section A is maximum 25 minutes.

1. In one word strategic can be defined as

- a) Foresee +Vision
- b) Mission+ Vision
- c) Vision+ Tactics
- d) All above are correct

2. Strategic planning as a broad concept consists of

- a) Corporate strategy and business strategy
- b) Strategy formulation and strategy implementation
- c) Inputs and outputs
- d) Environmental analysis and internal analysis

3. The purpose of job enrichment is to

- a) Expand the number of tasks an individual can do
- b) Increase job efficiency
- c) Increase job effectiveness
- d) Increase job satisfaction of middle management

1. What type of approach to conflict is “avoiding”

- a) I lose-you lose
- b) I win –you lose
- c) I win-you win
- d) I lose-you lose, and then I win

¹ Time allocated for section A is 25 minutes. Students are requested to first attempt section A and after completion of section A, hand over the section A answer sheet to invigilator and then go for other section.

2. Some policies are imposed by external environment and external forces, such as

- a) Governmental regulatory agencies
- b) Employee demands
- c) Management decisions
- d) Lack of funding

3. Functional managers are responsible

- a) For a single area of activity
- b) To the upper level of management and staff
- c) For complex organizational sub-units
- d) For obtaining copyrights and patents for newly developed processes and equipment

7. The first step in the performance appraisal of HR process is

- a) Develop standards and measurement methods
- b) Prepare for and conduct the formal performance appraisal
- c) Informal performance appraisal-coaching and discipline
- d) Job analysis

8. Organization structure primarily refers to

- a) How activities are coordinated and controlled
- b) How resources are allocated
- c) The location of departments and office space
- d) The policy statements developed by the organization

9. Policies are sometimes defined as a(n)

- a) Enabling environment for execution of the plan
- b) Action plan
- c) Substitute for strategy
- d) Substitute for management authority

10. Which of the following statements is not true when describing a successful strategy?

- a) It provides some property that is unique or distinctive
- b) It provides the means for renewing competitive advantage
- c) It addresses changes in the external environment
- d) It guarantees long term survival



School of Development Studies

MBA Rural Management

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Strategic Management

Term Examination

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Time allocated for section B: 2hrs 35 minutes

MM-60

Section B

Question no B.1 is compulsory and it consist of 30 marks. Attempt any three questions from B.2, it carries 10 marks each.

B-1. Set the objectives of any rural development program after doing the problem tree analysis and objective analysis.

B-2. Write notes of any three (Each question carries 10 marks)

1. Define TOWS Matrix with suitable example.
2. Define strategic Management and nature of strategic management
3. Design a framework for Marketing Channel Strategy in Rural India.
4. How marketing strategy could help in planning effective strategy for any project.