Enrolment No.: ....

IIHMR UNIVERSITY

School of Development Studies

MBA Development Management
Batch-3rd (2023-2025)
Second Year, Term 4 End Term Examination, November 2024

DM-708 Strategic Management

Time - 3 Hour **Maximum Marks: 50 (Minimum Marks: 20)**

Instructions to students:

- **This question paper contains 02 printed pages.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. Choose the correct option for the following (1 mark each):

(a) Strategy is developed by the visionary chief executive in ________ mode of strategic Management:

(i) Planning mode Option
(ii) Adaptive mode Option
(iii) Strategic mode Option
(iv) Entrepreneurial mode

(b) When an industry relies heavily on government contracts, which forecasts can be the most important part of an external environment analysis?

(i) Economic
(ii) Competitive
(iii) Political
(iv) Multinational

(c) Low cost, Differentiation and Focus are examples of ?

(i) Corporate strategies
(ii) Operational strategies
(iii) Business strategies
(iv) Functional strategies

(d) BCG in BCG matrix stands for-

(i) Boston Calmette Group
(ii) British Consulting Group
(iii) Boston Corporate Group
(iv) Boston Consulting Group

(e) Product differentiation refers to the:

(i) Ability of the buyers of a product to negotiate a lower price.
(ii) Response of incumbent firms to new entrants.
(iii) Belief by customers that a product is unique.
(iv) Fact that as more of a product is produced the cheaper it becomes per unit.

44

Enrolment No.: ....

Part B

(Maximum Marks: 15)

Answer any three of the following questions (5 mark each).

Q2. Define Strategic Management. Why is it important for any organization?

Q3. What do you understand value chain? Explain value-chain analysis with the help of an example.

Q4. Explain BCG Matrix with appropriate examples.

Q5. What are the common problems in implementing Strategic Plans? Discuss

Q6. Discuss the barriers in Strategic Evaluation and Control.

EXAMINATION CELL
IIHMR UNIVERSITY

Part C

(Maximum Marks: 30)

Answer any three of the following questions (10 mark each).

Q7. Define Environmental Scanning. Discuss the components of External Environment for a company operating in Development Sector.

Q8. Illustrate the application of Michael Porter's Five Forces Model to analyze development sector in India.

Q9. What do you understand by corporate strategy? Discuss directional strategy in detail.

Q10. Draft a conceptual model for creating a 'strategic plan' for a Development Sector Organization in India.

45