

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-11 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any *five* questions. All questions carry equal marks.

1. Distinguish between strategies and tactics using concrete examples.
2. Describe the function of portfolio analysis in a multi-product company. Give instances.
3. How does cost affect the expansion of business ? Give examples to support your answer.
4. Write short notes on the following :
 - (a) PESTLE analysis
 - (b) Niche strategy

5. How does a business use a value chain framework ? Describe with examples.
6. What do you understand by strategic alliances ? Give instances to illustrate the various forms of strategic alliances.
7. What are the different phases that an organization goes through ? Describe with examples.
8. Describe the idea of leadership and its roles in relation to strategic management. Incorporate examples into your responses.

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