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MS-11

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2025

MS-11 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Describe the *four* stages involved in the process of strategy with respect to Single Business Unit (SBU) firm and Multi-Business Unit (MBU) firm. Draw flow diagram to explain.

2. Explain the influence of macroenvironment on industries with respect to political and economic environment. Give examples in support of your answer.
3. (a) Explain the types of resources under Resource Based View (RBV) with examples.
(b) Discuss the strategic importance of these resources.
4. Describe the concept of 'Focus' as a business level strategy. Illustrate your answer with the help of examples.
5. What do you understand by 'International Expansion' ? Discuss the methods used for International market entry with example.
6. Identify and explain the different types of Strategic Alliance. Give examples of each.
7. Write short notes on the following :
 - (a) Retrenchment strategies
 - (b) Turnaround strategies

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8. (a) What are the different types of leadership ? Discuss the types used for strategic implementation.
- (b) Explain the role of corporate culture in strategy implementation.
9. Describe the different forms of organisation structures. Discuss the advantages and disadvantages of each one for strategy implementation.

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