

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2025

MS-11 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Describe different phases of a strategic management process giving instances.
2. What do you mean by a general environment ? How does a corporate organization benefit from it ? Explain.

3. What does 'Differentiation' mean to you ?
Give examples to illustrate the various types of differentiation.
4. Write short notes on the following :
 - (a) Critical Success factors
 - (b) Porter's five forces
5. What are Strategic Business Units ?
Describe with examples.
6. What is corporate strategy and how broad is it ? Give examples in support of your answer.
7. How do the processes of strategic control and planning relate to one another ?
Explain.
8. How important is corporate culture to the growth of an organization ? Justify.

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