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MS-011

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2026

MS-011 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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1. (a) How does strategic intent lay the foundation for the strategic management in an organization ?
Discuss
 - (b) What do you understand by 'Vision' ?
Discuss with the help of examples.
 2. (a) Explain the concept of Mckinsey 7S framework.
 - (b) What is its relevance in PESTLE Analysis.

3. (a) What causes experience curve effect ?
Discuss.
(b) Explain the additional consideration for
using experience curve effect.
4. Discuss the different types of corporate
strategies. Explain them with examples.
5. Write short notes on the following :
(a) Mergers and Acquisition
(b) Critical Success Factors (CSFs)
6. What is the relationship between strategic
planning and strategic control process ?
Explain the methods of control with
examples.
7. What are different types of methods used for
Portfolio Analysis ? Explain BCG and GE
model with examples.
8. Explain the concept and importance of
Balanced Score Card (BSC) in organizations.

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