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SECTION-B

2. Explain the Strategic Decision Making. Describe Management.
3. Distinguish between Vision & Mission. Explain the Environment in detail.
4. Explain the concept of balanced Score Card & k
5. Explain the retrenchment & combination strategic corporate re-structuring?
6. Explain the GE-Nine-Cell Matrix. What is its use
7. Explain leadership and corporate culture, ethics in an Organization.

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

MBA (Sem.-4th) (2009 to 2011 Batch)**STRATEGIC MANAGEMENT**

Subject Code : MB-401

Paper ID : [C0176]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B contains **SIX** questions carrying **TEN** marks each and students has to attempt any **FOUR** questions.

SECTION-A**I. Answer briefly :**

- a. What is a Strategy?
- b. What is the importance of Strategy?
- c. What do we mean by PEST?
- d. Explain briefly the concept of Value.
- e. What do we mean by Critical Success Factors?
- f. Explain the concept of Cost Leadership.
- g. Explain any one force of Porter's 5-Forces Model.
- h. Explain Social Responsibility.
- i. Distinguish between Values & Ethics.
- j. Explain any one technique of Strategic Evaluation.

