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Total No. of Questions : 09

M.Sc.(ATHM) (2015 & Onwards) (Sem.-2)

STRATEGIC MANAGEMENT

Subject Code : PTA-110

Paper ID : [C0654]

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 FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.**

SECTION-A

Q1 Answer the following :

- i. Define 'Management'.
- ii. Discuss the significance of management in the modern business world.
- iii. What do you understand by 'Planning'?
- iv. Explain the concept of 'Control'.
- v. What do you understand by 'Strategic Intent'?
- vi. What is meant by 'Corporate Strategy'?
- vii. With the help of a suitable example, explain the concept of 'Service Marketing'.
- viii. Explain the concept of tangibilizing the product.
- ix. What do you understand by 'Market Targeting'?
- x. Explain the concept of 'Positioning'.

SECTION-B

- Q2 Do you think Management is a profession? Support your answer with suitable examples.
- Q3 Discuss various steps of decision making process.
- Q4 Explain the concept and uses of SWOT analysis.
- Q5 What are the important characteristics of service marketing?
- Q6 What are the sources for getting ideas for new product development?

SECTION-C

- Q7 What do you understand by 'MBO'? Discuss in detail the process of MBO.
- Q8 With the help of suitable examples, explain the process of strategic management.
- Q9 What is meant by 'Market Segmentation'? Discuss various bases of segmentation.