1014

TERM END EXAMINATION, 2007
M. B. A. (M. M.) (Second Year)
STRATEGIC MANAGEMENT

Time : Three Hours
Maximum Marks : 70

Note: Write full answers to all questions. All questions carry equal marks.

1. व्यूहरचना एवं व्यूहरचना प्रबंधन का उद्गम समझाइये। व्यूहरचना एवं व्यूहरचना प्रबंधन की क्या आवश्यकता है?

   Explain the origin of strategy and strategic management. What is the need for strategies and strategic management?

2. क्या व्यूहरचना सूचनात्मक अथवा विवेककृत ढंग से विकसित की जा सकती है? व्यूहरचनात्मक प्रबंध की चुनौतियों का वर्णन कीजिए।

   Can strategy creatively or rationally be developed? Describe the challenges of strategic management.

P. T. O.
3. Classify the total environment into its various segments. Which segment of the environment, you believe, has the most impact on the organisation?

4. What actions the competitors are likely to take in the wake of increased competition?

5. What is the meaning of corporate strengths and weaknesses? Describe procedures for evaluating the impact of corporate strengths and weaknesses.


7. What is diversification? Describe its types.

8. What is the role of information technology in strategic planning and decision-making?
Describe the effects of Internet on Business level strategy.

9. कार्यान्वयन में ध्वजार्थक नेतृत्व की क्या भूमिका है? प्रभावी ध्वजार्थक नेतृत्व का वर्णन कीजिए।

What is the role of strategic leadership in implementation? Describe effective strategic leadership.

10. विभिन्न प्रकार की संगठनात्मक ध्वजार्थकों के लाभ एवं दोषों का वर्णन कीजिए।

Describe the advantages and disadvantages of different types of organisational strategies.