

Roll Number:

# *National Institute of Technology, Hamirpur (HP)*

## **MBA**

**Branch: MBA**

**Semester: 3<sup>rd</sup>**

**Course Name: Strategic Management (SM)**

**Course Code: MB-632**

**Time: 02 Hours (07, December 2020)**

**Maximum Marks: 50**

### **PART-A**

*Note: All questions are compulsory*

(2\*5= 10 Marks)

*TWO marks questions (write the points only).*

- Q1. What are the attributes of a sound strategy?
- Q2. Name the types of power.
- Q3. What are four phases in strategic Management?
- Q4. Name different levels at which strategy operates.
- Q5. Write features of a business policy.

### **PART-B**

*Note: THREE Marks questions.*

(3\*2=6 Marks)

- Q6. What are the elements of good governance?
- Q7. Write the sequential process which a manager uses in the project implementation.

### **PART-C**

*Note: FOUR Marks Question. (write upto 5 main points only)*

(4\*1= 4 marks)

- Q8. Differentiate between strategy and tactics.

### **PART-D**

(6\*5= 30 Marks)

*Note: SIX Marks Questions. Attempt all questions*

- Q9. Define strategic intent and draw the hierarchy of strategic intent? Write its characteristics (2+2+2).
- Q10. Write the meaning and types of diversification strategy? Why managers adopt this strategy? (4+2)
- Q11. Explain different types of organizational capability factors existing within internal environment of an organization.
- Q12. With the help of diagram discuss Porter's generic business strategies.
- Q13. What difficulties are faced by a manager during allocation of resources? Discuss the important factors affecting resource allocation in an industry. (3+3)

.....