

**A-0741**

Total Pages : 3

Roll No. ....

**MS-201**

**Master of Business Administration (MBA)**

**(Business Policy and Strategic Management)**

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 70

**Note :-** This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

**Section-A**

**(Long Answer Type Questions)**     2×19=38

**Note :-** Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.

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( 1 )

P.T.O.

1. Explain briefly Porter's Five Forces framework. How can it be used for analysing competitive environment of an industry ?
2. Discuss the importance of environmental scanning in the strategic management process Provide real-world examples of organizations successfully leveraging this step.
3. What are the challenges faced by organizations in strategy formulation and execution ? Suggest ways to overcome these challenges.
4. Explain the difference between corporate-level strategy and business-level strategy with examples.
5. What are the various barriers in Strategic Evaluation and Control ?

### **Section-B**

**(Short Answer Type Questions)**      4×8=32

**Note :-** Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. Describe the role objectives can play in strategic management.

2. Describe the components of a typical strategic plan.  
What are its key success factors
3. Explain the significance of Balanced scorecard using example of any Indian organization.
4. Why appraisal of Organizational Capability Factors is necessary ?
5. Define retrenchment strategies ? What are different forms a retrenchment strategy can take ?
6. Write a short note on Strategy and Technology Management.
7. Discuss different subjective factors which influence strategic choice.
8. What are the key features of Matrix and Strategic Business Unit Structure ?

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