



HDV-010-008102

Seat No. _____

M. Phil. (Management) (Sem. I) (CBCS) Examination
November / December – 2017
Strategic Management - 12102

Faculty Code : 010
Subject Code : 008102

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1 Explain BCG Matrix as a technique of corporate portfolio analysis.

OR

1 What is SWOT Analysis? Discuss its utility. Make a SWOT analysis of organization of your choice.

2 Define term Strategic Management. Explain Process of Strategic Management.

OR

2 What do you mean by term Agency Theory? How Agency Problem Occur? Discuss.

3 Describe Qualities of Long-Term Objectives.

OR

3 Do you agree that mission statement provides substantive guidance while vision statement provides inspirational guidance? Explain.

4 Discuss Michael Porter's approach to defining generic competitive strategy.

OR

4 Analyze the external environment of Aviation Industry in India.

5 Write short notes : (any **two**)

- (a) Strategy and Corporate Evolution in India
- (b) Value Chain
- (c) Balanced Score Card
- (d) Turnaround Strategy.