

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End Semester (Alternative/Physical) Examination-2078
Master of Business Administration (MBA)
Semester - III

Subject: Strategic Management
Full Marks: 50 Pass Marks: 25

Course Code: MGT 531
Time: 3:00 Hours

You are required to answer in your own words as far as applicable.

Attempt all of the following Questions:

5×10=50

1. Write down the benefit of engaging in strategic management and describe the strategic management process in details. [5+5]
2. Explain the direction of strategic development. And discuss the different methods of strategic development. [5+5]
3. What are the important concepts of portfolio analysis and bring out the advantages of portfolio analysis. [5+5]

OR

- Distinguish between strategy formulation and implementations and outline the role of top management in strategy implementation. [5+5]
4. Describe Michael Porter's "Five Forces Model" of industry structure/ profitability. Conduct an analysis of any industry of your own choice using the model. [10]
 5. Make a distinction between vision and mission statements. Explain the various essential components of a good vision and mission statements. [5+5]

OR

Explain the difference between business level, corporate level and functional strategies. [4+3+3]

The End