

M.I.R.P.M.(with Credits)-Regular-Semester 2012 Sem II  
**0791 - Strategic Management Paper – V**

P. Pages : 1

Time : Three Hours



**GUG/W/16/5245**

Max. Marks : 80

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

1. What is strategic management? Explain the features and need of strategic management. **16**
2. What is corporate strategy? Explain different phases in formulation of corporate strategy. **16**
3. Define external environment. Write features of environmental search and analysis. **16**
4. Explain the various factors considered while setting corporate objectives and strategy. **16**
5. What is strategic decision? Explain types of strategic decision. **16**
6. Discuss functional level strategies in detail. **16**
7. Discuss the relationship between corporate strategy and corporate culture. **16**
8. What are the impact of personal values on corporate strategy. **16**
9. Discuss the role and responsibility of leader in designing and implementing strategy. **16**
10. Write short note on **any two**. **16**
  - a) Components of corporate strategy.
  - b) Scanning of external environment.
  - c) Choice of corporate Strategy.
  - d) Corporate organization structure.

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