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Description

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- **MANAGEMENT PROGRAMME**
Term-End Examination
December, 2021

MS-11 : STRATEGIC MANAGEMENT

Time : 3 hours Maximum Marks : 100

(Weightage 70%)

Note : (i) There are two Sections : Section A and Section B.

(ii) Attempt any three questions from Section A.

(iii) Section B is compulsory and carries 40 marks.

SECTION - A

1. Compare the concept of strategy with that of policies and tactics. Support your answer with suitable examples.

2. Explain the role of Mckinsey's 7S framework in analyzing the external environment of an organization.

3. (a) What are the causes of experience curve effect ? Discuss.

(b) Discuss the role of cost in business growth and competitive strategy.

4. How does expansion take place through intensification ? Explain with the help of Ansoff's Product Market Expansion grid.

5. List and explain the different stages through which an organization passes. Give relevant examples to support your answer.

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