AB-3381

M. Phil. Examination
April / May - 2003
Business Management : Paper - II
(Advanced General Management)
(New Course)

Time : 3 Hours] [Total Marks : 100

Instructions : (1) Answer any four questions out of five.
(2) Answer with suitable illustrations.

1 What are mission and objectives ? How are they formed and changed ? How do they relate to the strategic management process ?

2 "Environmental analysis and diagnosis is a crucial part of the strategic management process" - Discuss.

3 How should a strategist undertake internal analysis and diagnosis process ?

4 Why should strategists consider several alternative strategies prior to making a strategic choice ? Identify various approaches to the generic strategies.

5 "Strategy and the organization structure of the firm must match.” - Discuss.

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