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Total No. of Pages : 02

Total No. of Questions : 09

**M.Sc.(ATHM) (2016 & Onward) (Sem.-2)**

**STRATEGIC MANAGEMENT**

**Subject Code : PTA-110**

**M.Code : 19031**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

**SECTION-A**

**1. Answer the following :**

- a. Define MBO.
- b. What is SWOT?
- c. Define Decision Making.
- d. What is perceived risk?
- e. What is Strategic intent?
- f. What is mission?
- g. Differentiate between goals and objectives.
- h. What is environmental appraisal?
- i. What is micro environment?
- j. What is STP?

## **SECTION-B**

2. Discuss the process of decision making.
3. Discuss the concept of POSDCORB.
4. Discuss the characteristics of service marketing.
5. Pen down the product life cycle strategies.
6. Discuss the various advantages of non-ownership.

## **SECTION-C**

7. What is segmentation? With the help of examples, discuss the bases and process of segmentation.
8. Define Environment. Discuss the environmental sectors and techniques with suitable examples.
9. Define Management. Discuss the evolution of management with special reference to the principles of F.W Taylor and Henri Fayol.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**