

AB-3381

Seat No. _____

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.