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MMPC-012

**MASTER OF BUSINESS
ADMINISTRATION/MASTER OF
BUSINESS ADMINISTRATION IN
BANKING AND FINANCE
(MBA/MBF)**

Term-End Examination

December, 2025

MMPC-012 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any ***five*** questions.

(ii) All questions carry equal marks.

B-1180/MMPC-012

P. T. O.

1. Evaluate the significance of organizational structure in the strategy implementation process. How do profit centres contribute to strategic decision-making ? Explain with examples.
2. Critically assess the purpose and implications of transfer pricing in multinational corporations. What are the methods of transfer pricing and the impact it has on external stakeholder relationships ? Discuss with examples.
3. Examine the relevance of the Balanced Scorecard (BSC) in contemporary strategic management. How can it be adapted to address evolving challenges in measuring organizational performance ? Discuss the components of BSC.

4. What is the process of strategic management ? Discuss the stages involved in strategic management of any business.
5. What advanced considerations must be taken into account when balancing portfolios ? How can strategic managers mitigate the risks of diversification while ensuring alignment with organizational objectives ?
6. Explain the following :
 - (a) Core Values
 - (b) Core Purpose
 - (c) Strategic Alternatives
7. Critically evaluate the strategic control processes and their impact on organizational performance. How do these processes ensure effective strategy execution and what factors might undermine their success in rapidly changing business environments ?

8. What are the Generic Strategies as discussed by Porter ? Discuss them with examples. Explain the process of diversification and the types with examples.

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