

PGM-5766

MBA (RD) (Semester IV) Examination, 2020-21

STRATEGIC MANAGEMENT FOR RURAL DEVELOPMENT

[Paper : MBR-616]

Time : Two Hours]

[Maximum Marks : 60

Note : Attempt **any four** questions. All questions carry **equal** marks.

1. Explain the concept of strategy and policy. Describe the process of strategic management in brief.
2. What are business level strategies ? Explain with suitable examples.
3. Explain environmental scanning and the PESTEL Checklist for a company's general environment.
4. What to do understand by Porter's "five forces" ? Explain with example.
5. Write short notes on **any two** :
 - (a) VRIO Framework
 - (b) SWOT analysis
 - (c) BCC Matrix
6. What is the role and function of rural strategists ?

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