



Printed Pages : 3

MRD – 401

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7247

Roll No.

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MBR

**(SEM. IV) EXAMINATION, 2006-07
STRATEGIC MANAGEMENT FOR
RURAL DEVELOPMENT**

Time : 3 Hours]

[Total Marks : 100

- Note :*
- (1) Attempt all questions.*
 - (2) All questions carry equal marks.*

1 Answer any **four** of the following parts : **5×4=20**

- a) What do you understand by ‘Business Policy’?
- b) Highlight the development of “strategy” in organization.
- c) Discuss briefly the ‘role’ played by strategists.
- d) How does strategy help in organizational excellence?
- e) Explain the process of strategic management concisely
- f) How does ‘strategic move’ help in rural development?

2 Answer any **two** of the following parts : **10×2=20**

- a) Discuss the importance of strategic analysis in the organizational set-up. Briefly present the important concept of 'SWOT Analysis' and explain how managers utilize it for decision-making?
- b) Differentiate between vision and mission of an organization. How these help in the formulation of 'Objectives'? Formulate a mission statement for any organization of your choice.
- c) Discuss some of the organizational appraisal techniques in use today. What insight managers can get for the welfare of organization by such techniques? How can the same be used in a typical rural set up?

3 Answer any **two** of the following parts : **10×2=20**

- a) Define an SBU. Cite an example from the rural sector where SBUs are functioning successfully. What are 'SBU level' strategies?
- b) 'The functional strategies must align with corporate level strategies.' Comment with examples.
- c) What do you understand by the concept of 'strategic choice'? Explain how it acts as a pre-cursor to strategic implementation?

4 Answer any **two** of the following : **10×2=20**

- a) Discuss different types of 'strategic control'. Under what circumstances can they be implemented?
- b) Discuss methods of evaluating strategic options with examples.
- c) Put the basic framework of strategic management in a rural set-up and explain the issues involved, hence.

5 Write notes on any **two** of the following : **10×2=20**

- a) Rural strategic management and India.
- b) Change management as a rural strategy
- c) Conquering rural happiness through participative management
- d) Importance of community leadership in rural India.
