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 : 5x4=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\times2=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\times2=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.