

MBA-10
DECEMBER 2019
2nd Year
Section A- Strategic Management
Section B- Entrepreneurship Development

Time : 3 Hours]

[Max. Marks : 100

Note. Attempt any Five questions. All questions carry equal marks.

- Q.1 What factors might account for the more positive attitudes to enterprise by younger people in the UK?
- Q.2 What do you mean by project appraisal? Explain various types of analysis used in project appraisal.
- Q.3 What exactly is a strategy? What have you learned about different perspectives, levels and ways in which they are changed?
- Q.4 How do you personally use the internet? Do you feel you are exploiting its potential?
- Q.5 Explain the concept of entrepreneurship. What are the rewards and penalties of entrepreneur?
- Q.6 Explain balanced scorecard strategic advantage profile (SAP).
- Q.7 What are the key elements in the strategic management process?
- Q.8 What are the different reasons for diversification & acquisition? Discuss effective acquisition strategies.