

**GIET UNIVERSITY, GUNUPUR – 765022**

M.B.A ( Third Semester – Regular) Examinations, December – 2020  
**MB 301 G - STRATEGIES FOR SUSTAINABLE RURAL DEVELOPMENT**

Time: 2 hrs

Maximum: 50 Marks

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**The figures in the right hand margin indicate marks.**

**PART – I: (Multiple Choice Questions)****(1 x 10 = 10 Mark)****Q. 1 Answer ALL questions**

- a. \_\_\_\_\_ means by which long-term objectives will be achieved are  
(i) policies (ii) mission  
(iii) procedures (iv) strategies
- b. Stability strategy is a \_\_\_\_\_ strategy.  
(i) corporate level (ii) functional level  
(iii) business level (iv) strategic level
- c. The fundamental purpose for the existence of any organization is described by its  
(i) policies (ii) mission  
(iii) procedures (iv) strategy
- d. Which of the following is not a characteristic of strategic management that makes it different from other types of management?  
(i) It is interdisciplinary (ii) It has an external focus  
(iii) It has an internal focus (iv) It concerns the present direction of the organization
- e. The acronym SWOT stands for  
(i) Special Weapons for Operations (ii) Services, Worldwide Optimization, and Transport Timeliness  
(iii) Strengths Worldwide Overcome Threats (iv) Strengths, Weaknesses, Opportunities, and Threats
- f. \_\_\_\_\_ is the foundation of blue ocean strategy.  
(i) Innovation (ii) Value creation  
(iii) Value innovation (iv) value cost trade-off
- g. The \_\_\_\_\_ answers the question "What do we want to become?"  
(i) vision statement; (ii) mission statement  
(iii) objectives (iv) strategies
- h. \_\_\_\_\_ answers the question "What is our business?"  
(i) vision statement (ii) mission statement  
(iii) objectives (iv) strategies
- i. Operation flood is related to  
(i) Pulses co-operatives (ii) Cereals co-operatives  
(iii) Milk co-operatives (iv) None of these
- j. A shift from crop farming to other areas of productive activity with a view to raising income known as  
(i) Diversification of productive activity (ii) Diversification of crop production  
(iii) Diversification of wheat production (iv) None of these

**PART – II (A): (Short Answer Questions)**

**(2 x 5 = 10 Marks)**

**Q.2. Answer ALL questions**

- a. What is strategic management strategy?
- b. State the meaning of strategic evolution
- c. What is SBU level?
- d. Mention the five types of leadership.
- e. List out some of the Rural Development Programmes in India.

**PART – III: (Long Answer Questions)**

**(6 x 5 = 30 Marks)**

Answer **ANY FIVE** questions.

3. Discuss the role of strategists in strategic management process.
4. Explain the methods and techniques of organisational appraisal.
5. Distinguish between strategy formulation and strategy implementation.
6. Elucidate the different types of corporate level strategy.
7. Explain various tools for strategic analysis in detail.
8. What are the 9 pillars of Digital India? Explain.
9. Discuss the different types of rural development strategies giving central importance to agrarian relations.
10. Explain the sustainable rural development initiatives taken by government of India.

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