

Total No. of Questions : 5]

PD-2767

SEAT No. :

LIB

[Total No. of Pages : 2

[6430]-301

M.B.A.

301 : GC - 11 : STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Each question carries equal marks.

Q1) Solve Any Five :

[10]

- a) Define vision.
- b) Explain council strategy.
- c) Define Mission.
- d) Strategic alliances.
- e) Concept of balance score card.
- f) What is Blue ocean strategy?
- g) Explain management by objectives (MBO).
- h) Explain SBU.

Q2) Solve Any Two of the following :

[10]

- a) Explain Abells' flow dimensional of Business
- b) What do you mean by Generic competitive strategy and what are the different Generic competitive strategies.
- c) Elaborate 5Ps proposed by Mintzberg for strategy implementation.

P.T.O.



Q3) a) Explain the VRio framework. [10]

OR

b) Describe expansion/growth strategies along with its types.

Q4) a) Explain the protein generic competitive strategies with suitable example. [10]

OR

b) Explain various grand strategies with example.

Q5) a) Differentiate between Red Ocean strategy and Blue Ocean strategy. [10]

OR

b) Discuss BCG matrix with suitable examples.

