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PD-2705

SEAT No. :

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M.B.A.

301 - GC - 11 : STRATEGIC MANAGEMENT

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Solve Any Five :

[10]

- a) Define Strategic Management.
- b) Strategic Alliance.
- c) Vision
- d) Merger & Acquisition
- e) Key Result Area
- f) Portfolio Analysis
- g) Red ocean strategy
- h) Environmental scanning

Q2) Answer the following (Any Two) :

[10]

- a) Explain Balance Score card.
- b) Explain takeover strategies.
- c) Explain McKinsey's 7s framework.

P.T.O.

Q3) a) Explain portfolio analysis with BCG matrix. [10]

OR

b) Describe VRIO Framework. [10]

Q4) a) Explain General Competition Strategy with examples. [10]

OR

b) Explain various grand strategies with example. [10]

Q5) a) Differentiate Blue & Red ocean strategy with example. [10]

OR

b) Explain porter Five forces model with suitable example. [10]



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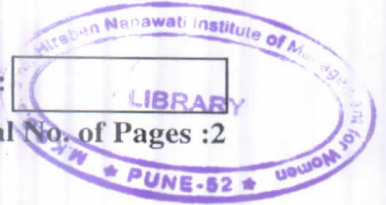
[6201]-301

M.B.A. - II

**301 - GC - 11 : STRATEGIC MANAGEMENT
(2019 Pattern) (Revised) (Semester - III)**

SEAT No. :

[Total No. of Pages :2



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Answer the following. (Any five)

[10]

- a) Define Mission
- b) What is strategic intent
- c) Define critical success factor
- d) What do you mean by: Competitive Advantage
- e) What is Vertical Integration
- f) Define Red Ocean strategy
- g) What is Key Result Area (KRA)
- h) Define Low Cost strategy

Q2) Answer the following. (Any two)

[10]

- a) Explain Business level strategies.
- b) What is value chain? Explain primary and support activities in value chain.
- c) Explain VRIO framework.

P.T.O.

Q3) Answer the following. (Any one)

[10]

- a) Explain BCG matrix with examples.

OR

- b) Explain Strategic Management process and barriers to strategic implementation.

Q4) Answer the following. (Any one)

[10]

- a) Elaborate Porter's 5 forces model of competition with diagram.

OR

- b) Discuss the key differences between Blue ocean and Red ocean strategies.

Q5) Answer the following. (Any one)

[10]

- a) Evaluate the effectiveness of MC Kinsey's 7's framework with suitable examples.

OR

- b) Prepare & explain (ETOP) for an Automobile manufacturing (two wheeler) company.

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S.Y. M.B.A.

301 GC - II : STRATEGIC MANAGEMENT
(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) All Questions carry equal marks.

Q1) Solve any five:

[10]

- a) Define vision.
- b) Define KPI (Key Performance Indicator).
- c) Define Portfolio Analysis.
- d) Define Strategic Management.
- e) What is Strategic Alliance?
- f) Explain Management by Objectives (MBO).
- g) Explain SBU.
- h) ETOP.

Q2) Answer Any two of the following:

[10]

- a) Describe VRIO Framework.
- b) Explain meaning & components of Business Models.
- c) Explain Gramin Strategy & its types.

P.T.O.

Q3) a) Differentiate between Red ocean & Blue ocean strategy. [10]

OR

* b) Explain Mc-Kinsey's 7s framework.

Q4) a) Explain Merger & Acquisition strategy with example. [10]

OR

b) Explain Portfolio Analysis with BCG Mature.

Q5) a) What is meant by Business Model? Prepare Business Model for consumer durables. [10]

OR

b) Explain Porter five forces model with suitable example.

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