

Total No. of Questions : 5]

PB2074

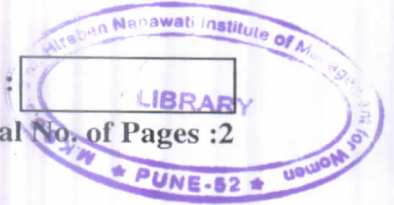
[6201]-301

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.

❧ ❧ ❧



Total No. of Questions : 5]

P7898

SEAT No. :

[Total No. of Pages : 2

[6118]-3001

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.

x x x