

Total No. of Questions : 5]

PD-2705

SEAT No. :

[Total No. of Pages : 2

[6430]-41

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]

