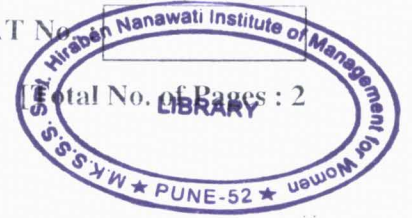


Total No. of Questions : 5]

PE-5839

SEAT No.



[6551]-815

S.Y.M.B.A.(All Programs)

SM 601-MJ/GC-14 : STRATEGIC MANAGEMENT

(2024 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Attempt all the questions.
- 2) All questions carry equal marks.

Q1) Solve any (Five) :

[10]

- a) Define mission.
- b) Explain SBU.
- c) Define KPI (Key Performance Indicator).
- d) SWOT.
- e) Red ocean strategy.
- f) Strategic Alliance.
- g) Low cost Strategy.
- h) Competitive Advantage.

Q2) Solve any Two from the following :

[10]

- a) State the types of Mergers.
- b) Explain Management By Objective (MBO).
- c) Describe VRIO Framework.

Q3) a) Explain Mc-Kinsey's 7s Framework.

[10]

OR

- b) Explain various Grand Strategies with example.

P.T.O.

Q4) a) Explain portfolio Analysis with BCG matrix.

[10]

OR

b) Prepare and explain SWOT Analysis for a Electronic Vehicle (EV) car Manufacturing company.

Q5) a) Differentiate between Red ocean & Blue ocean strategy.

[10]

OR

b) Explain porter five force model with suitable example.

