

**(P.G.D.H.R.M.) / P.G.D.F.M. / P.G.D.I.B.M./ P.G.D.M.M. SEM –
III (C.B.C.S.) (2015 COURSE) : WINTER - 2017**

SUBJECT : STRATEGIC MANAGEMENT

Day : **Monday**
Date : **27/11/2017**

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 60

W-2017-1972

N.B.:

- 1) Attempt **ANY FIVE** questions.
- 2) Figures to the right indicate **FULL** marks.

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- Q.1** Explain following terms: Concept of Strategy, Levels of Strategy and Strategic Decision Making. [12]
- Q.2** Why external and internal environmental analysis is necessary for business formulation? [12]
- Q.3** Draw and explain Michel Porter's five forces model of competition. [12]
- Q.4** What is the purpose of defining company's vision, mission, objectives and goals? [12]
- Q.5** Discuss the importance of concentration and integration strategies, giving examples. [12]
- Q.6** Explain the factors which are important for strategy implementation. [12]
- Q.7** Write short notes on **ANY TWO** of the following: [12]
- a) Strategic Evaluation and Control
 - b) Alternative Strategies
 - c) Strategic Management Process