

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
M.B.A. Sem - III : WINTER :- 2021
SUBJECT: STRATEGIC MANAGEMENT

Day : Wednesday
Date 16-02-2022

W-19067-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 70

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is Strategic Management? Explain the Process of Strategic Management. **(10)**
- Q.2** What is BCG Matrix? Elaborate it with proper diagram. **(10)**
- Q.3** Write a detailed note on HR strategies. **(10)**
- Q.4** Discuss the behavioural issues in Strategy Implementation. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Mission Statement
 - b) Ansoff Matrix
 - c) Disruptive Innovation

SECTION-II

- Q.6** Briefly explain any one Corporate Level Strategy with suitable example. **(15)**
- Q.7** What is the purpose of Strategic Control? Explain the components of Strategic Control. **(15)**
- Q.8** Explain the strategies adopted for competing in global markets. **(15)**

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