

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-III : WINTER : 2021**  
**SUBJECT: STRATEGIC MANAGEMENT**

**Day :** Tuesday  
**Date :** 01-02-2022

**W-22789-2021**

Time : 02:00 PM-04:00 PM  
Max. Marks: 50

**N.B.**

- 1) Attempt any **THREE** questions from Section I and attempt any **TWO** questions from Section II.
- 2) Both the Sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate full marks

**SECTION- I**

- |            |  |             |
|------------|--|-------------|
| <b>Q.1</b> | Explain scope and significance of Strategic Management             | <b>(10)</b> |
| <b>Q.2</b> | Write a detailed note on SWOT Analysis                             | <b>(10)</b> |
| <b>Q.3</b> | Explain Low Cost Strategy with suitable examples                   | <b>(10)</b> |
| <b>Q.4</b> | Discuss Restructuring and Re-Engineering with appropriate examples | <b>(10)</b> |
| <b>Q.5</b> | Write short Notes (Any TWO)  | <b>(10)</b> |
|            | a) GE 9 Cell Matrix  |             |
|            | b) Objectives of Business  |             |
|            | c) Disruptive Innovation   |             |

**SECTION- II**

- |            |   |             |
|------------|---|-------------|
| <b>Q.6</b> | Discuss various components of Strategic Control with suitable examples  | <b>(10)</b> |
| <b>Q.7</b> | Discuss the global issues in strategic management for the company planning of cross border expansion. Illustrate with examples. | <b>(10)</b> |
| <b>Q.8</b> | “Business environment is dynamic in nature” Do you agree? Discuss with appropriate examples                                     | <b>(10)</b> |

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