

MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS - 2020
COURSE)

M.B.A. (H.R.) Sem-III : WINTER : 2021
SUBJECT: STRATEGIC MANAGEMENT

Day : Tuesday
Date : 01-02-2022

W-22857-2021

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

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

SECTION- II

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

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