

**MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)**  
**M.B.A. Sem - III :SUMMER- 2022**  
**SUBJECT : STRATEGIC MANAGEMENT**

Day : Thursday  
Date : 9/6/2022

**S-15411-2022**

Time : 10:00 AM-01:00 PM  
Max. Marks : 60

---

N.B.:

- 1) Attempt Any **THREE** Questions from Section – I. Each Question carries **10 marks**.
  - 2) Attempt Any **TWO** Questions from Section – II. Each Question carries **15 marks**.
  - 3) Both the sections should be written in the **SAME** answer book.
- 

**SECTION – I**

- Q. 1 Explain various levels of strategy with suitable examples.
- Q. 2 Write a detailed note on Ansoff Matrix.
- Q. 3 Explain Differentiation Strategy with suitable examples.
- Q. 4 Discuss various issues occurs in implementation of strategy.
- Q. 5 Write short Notes (**ANY TWO**)
- a) Marketing Strategies
  - b) Objectives
  - c) Capabilities

**SECTION – II**

- Q. 6 Discuss various Evaluation Techniques used in strategic management with suitable examples.
- Q. 7 Discuss Blue Ocean Strategy illustrating with examples.
- Q. 8 Discuss Porter's Five Forces Model with appropriate examples.
- .....
-