

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III :SUMMER- 2022
SUBJECT : STRATEGIC MANAGEMENT

Day : Tuesday
Date : 7/6/2022

S-22789-2022

Time : 10:00 AM-12:00 PM
Max. Marks : 50

N.B.

- 1) Attempt **ANY THREE** questions from Section – I.
 - 2) Attempt **ANY TWO** questions from Section – II.
 - 3) Figures to the **RIGHT** indicate **FULL** marks.
 - 4) Answers to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Explain various levels at which strategy operates for an organization. **(10)**
- Q.2** Discuss Porters Five Forces Model with appropriate examples. **(10)**
- Q.3** Explain stability strategy with suitable examples. **(10)**
- Q.4** Explain the various components of strategic control. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Competitive advantage
 - b) Business purpose
 - c) Marketing strategies

SECTION – II

- Q.6** Illustrate various issues incurred in implementation of strategy with suitable examples. **(10)**
- Q.7** Discuss in detail disruptive innovation with reference to smartphone. **(10)**
- Q.8** ‘The intense competition can be countered with strategic effectiveness.’ Comment. **(10)**
