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MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)

M.B.A. Sem - III : WINTER- 2022

SUBJECT : STRATEGIC MANAGEMENT

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 9/12/2022

W-15411-2022

Max. Marks : 60

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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.
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SECTION – I

- Q. 1 Explain Vision and Mission of an organization citing with suitable examples.
- Q. 2 Write a detailed note on GE 9 Cell Matrix.
- Q. 3 Explain Focus Strategy with suitable examples.
- Q. 4 Explain in detail McKinsey's 7s framework.
- Q. 5 Write short Notes (**ANY TWO**)
 - a) Strategic Process
 - b) Financial Strategies
 - c) Competencies

SECTION – II

- Q. 6 Discuss Strategic Control Process with suitable examples.
 - Q. 7 Discuss the global issues in strategic management for the company planning of cross border expansion. Illustrate with examples.
 - Q.8 Discuss the role of Strategic management, for long term survival of organizations. Illustrate with appropriate examples.
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