

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT : STRATEGIC MANAGEMENT

Day : Monday

Time : 02:00 PM-04:00 PM

Date : 12/12/2022

W-22789-2022

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 objectives and goals with suitable examples. **(10)**
- Q.2** Discuss the Value Chain Analysis with appropriate examples. **(10)**
- Q.3** Explain Retrenchment strategy with suitable examples. **(10)**
- Q.4** Discuss the McKinsey's 7s Framework. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Business purpose
 - b) GE 9 cell matrix
 - c) Operational strategies

SECTION – II

- Q.6** Discuss different steps of strategic control process. **(10)**
- Q.7** Discuss the strategies to be used for competing in global markets. **(10)**
- Q.8** Carry out SWOT Analysis of the organization of your choice. **(10)**
