

M.B.A. (Part-I) (CBCS Pattern) Semester-II
PCB2F07 - Strategic Management

P. Pages : 1

Time : Three Hours



GUG/W/24/10688

Max. Marks : 70

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

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| 1. | What is mean by strategic management? Explain the essential strategy for decision making. | 14 |
| 2. | Explain the methods to prepare Vision & Mission Statement. | 14 |
| 3. | Establish in detail the use of SWOT in the analysis of Internal Strategic Assessment. | 14 |
| 4. | Explain the concept of synergy and core competency. | 14 |
| 5. | Discuss the components of external and Internal environment. | 14 |
| 6. | What is merger and acquisitions? Discuss in detail. | 14 |
| 7. | What are the Business Level strategy? | 14 |
| 8. | What is portfolio analysis? Explain advantages and disadvantages. | 14 |
| 9. | Explain the Strategic Business Unit with merits and demerits of Strategic Business Unit. | 14 |
| 10. | Write short on any two . | 14 |
| | a) Retrenchment. | |
| | b) Role of Leadership. | |
| | c) Balance scorecard. | |
| | d) Fundamentals of Six sigma. | |
