

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

P. Pages : 1

Time : Three Hours



GUG/S/23/10688

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | What is Strategic Management? Explain the process of strategic management. | 14 |
| 2. | What is strategic intent? Write the features of mission and vision statement with example. | 14 |
| 3. | Write briefly about environment analysis with their 3 components. | 14 |
| 4. | Explain functional level strategy. How marketing strategy helpful in achieving organizational objectives? | 14 |
| 5. | Identify characteristics associated with the three broad corporate strategies. | 14 |
| 6. | What do you mean by resource analysis? Explain in detail the important of core competency in an organization. | 14 |
| 7. | Discuss strategic implementation with reference to is framework model with the separate variables. | 14 |
| 8. | Explain the fundamentals of six sigma approach for continuous improvement. | 14 |
| 9. | What is the need of leadership? Power and organization cutter. | 14 |
| 10. | Write notes on any two . | 14 |
| | a) BCG Matrix. | |
| | b) General electrics business screen | |
| | c) Life cycle or Arthur D Little matrix. | |
| | d) Balance score card. | |
