

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

P. Pages : 1

Time : Three Hours



GUG/W/22/10688

Max. Marks : 70

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

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| 1. | Explain the process of strategic management. Write the features of good strategic decision. | 14 |
| 2. | Write is strategic Intent? Explain the preparation of vision and mission statement. | 14 |
| 3. | Write briefly about Industry analysis with Michael Porter's five forces model. | 14 |
| 4. | Establish in detail the use of SWOT in the analysis of Internal Strategic Assessment. | 14 |
| 5. | "Environment Analysis is very important step to start any business" comment with internal and external components of environment. | 14 |
| 6. | Explain functional level strategy in detail. | 14 |
| 7. | What is portfolio analysis? Explain BCG matrix and general electric business screen in detail. | 14 |
| 8. | Explain the fundamentals of sin sigma approach for continuous improvement. | 14 |
| 9. | Explain organization culture. Write the importants of organization culture and various factor affecting on it. | 14 |
| 10. | Write short note on any two . | 14 |
| | a) Strategic Business Unit (SBU) | |
| | b) Six Sigma Approach | |
| | c) Role of leadership | |
| | d) Expansion through merger and acquisition. | |
