

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

P. Pages : 1

Time : Three Hours



**GUG/S/25/10688**

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 briefly strategic management process.  | 14 |
| 2.  | Explain the environmental analysis with its internal and external component of environment.                                  | 14 |
| 3.  | What is SWOT analysis? Explain the importance of SWOT analysis in organization.  | 14 |
| 4.  | Explain value chain analysis with its primary and supportive activities.   | 14 |
| 5.  | Explain functional level strategy and discuss how human resource strategy helpful in achieving the organisational objective. | 14 |
| 6.  | Describe the term 'Merger and Acquisition' and write the difference between merger and Acquisition with example.             | 14 |
| 7.  | What is Portfolio Analysis? Explain BCG matrix briefly with its limitations.   | 14 |
| 8.  | Explain Strategic Business Unit (SBU) with its merits and demerits.  | 14 |
| 9.  | "The quality imperative: continuous improvement to build customer value" elaborate the term.                                 | 14 |
| 10. | Write short note on <b>any two</b> .   | 14 |
|     | a) Six sigma approach for continuous improvement.  |    |
|     | b) 7's framework   |    |
|     | c) Organisational culture  |    |
|     | d) Corporate level strategy.   |    |

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