

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

P. Pages : 1

Time : Three Hours



GUG/S/24/10688

Max. Marks : 70

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

1. What is strategic Management? Explain briefly strategic management process. **14**
2. What do you mean by organizational objectives? Explain the various features of vision and mission statement with example. **14**
3. What is SWOT Analysis? Explain the importance of SWOT analysis in organization. **14**
4. “Environmental Analysis is very important to start any business”. Elaborate briefly. **14**
5. Explain functional level strategy. Discuss how marketing strategy helpful in achieving organizational objectives. **14**
6. Write the difference between merger and acquisition with example. **14**
7. What is portfolio Analysis? Explain BCG matrix briefly with its limitations. **14**
8. Discuss about strategic implementation with reference to 7’s framework model. **14**
9. What is organizational culture? Discuss about the importance of organization culture and various factors affecting on it. **14**
10. Write short note on **any two**. **14**
 - a) Six sigma approach for continuous improvement.
 - b) Strategic Business Unit (SBU)
 - c) Role of leadership in strategic implementation.
 - d) Balanced scorecard.
