

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.

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|-----|---|----|
| 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 <b>any two</b> .  | 14 |
|     | a) Six sigma approach for continuous improvement.   |    |
|     | b) Strategic Business Unit (SBU)  |    |
|     | c) Role of leadership in strategic implementation.  |    |
|     | d) Balanced scorecard.  |    |

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