

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

P. Pages : 1

Time : Three Hours



**GUG/W/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 do you meant by strategic management? Discuss strategic management process. | 14 |
| 2.  | State the difference between policy, strategy and Tactics.                       | 14 |
| 3.  | What is value chain analysis? Discuss concept of synergy.                        | 14 |
| 4.  | Explain Environment Analysis in detail.  | 14 |
| 5.  | Discuss Expansion through Cooperation.   | 14 |
| 6.  | Explain Captive Company strategy.  | 14 |
| 7.  | Discuss differential strategy and Focus strategy.                                | 14 |
| 8.  | Explain functional level strategy in detail.                                     | 14 |
| 9.  | Discuss portfolio approach and analysis.   | 14 |
| 10. | Write short notes on <b>any two</b> .  | 14 |
|     | a) Balance score card.   |    |
|     | b) Merits and Demerits of SBU.   |    |
|     | c) Strategic evaluation.   |    |
|     | d) BCG Matrix.   |    |

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