

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.

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 **any two**. **14**
 - a) Balance score card.
 - b) Merits and Demerits of SBU.
 - c) Strategic evaluation.
 - d) BCG Matrix.
