
MASTER OF BUSINESS ADMINISTRATION (CBCS) (2016 COURSE)
M.B.A. Sem - III : SUMMER : 2024
SUBJECT: STRATEGIC MANAGEMENT

Day : Wednesday
Date : 15/05/2024

S-15411-2024

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.

1. Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section II
 2. Figures to the **RIGHT** indicate **FULL** marks.
 3. Answers to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Define Strategic Management. Explain the various levels of Strategic Management. (10)
- Q.2** Define Strategic Mission and explain its importance of Strategic Formulation. Can there be a strategy without a mission? (10)
- Q.3** Explain Functional Level Strategies in detail. (10)
- Q.4** Define Strategic Control. Explain the components of Strategic Control. (10)
- Q.5** Write short notes on **ANY TWO** of the following : (10)
- a) Blue Ocean Strategy
 - b) Ansoff Matrix
 - c) Re-structuring and Re-engineering

SECTION – II

- Q.6** Discuss the pattern of diversification in Indian Corporate Sector. (15)
- Q.7** Distinguish between Mission, Vision and Goal. Prepare Vision and Mission statement for a Pharmacy Company proposing to start in India. (15)
- Q.8** What do you understand by SWOT Analysis? In what way it is instrumental in realizing organization's mission and objectives? (15)
