

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : SUMMER : 2024
SUBJECT: STRATEGIC MANAGEMENT

Day : Friday
Date : 17/05/2024

S-22789-2024

Time : 02:00 PM-04:00 PM
Max. Marks : 50

N.B.

- 1) Attempt any **THREE** questions from Section – I and attempt any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the section should be written in the **SAME** answer book.

SECTION – I

- Q.1** Explain various levels at which strategy operated for an organisation. (10)
- Q.2** What are the steps in strategy implementation? (10)
- Q.3** Explain retrenchment strategy with suitable examples. (10)
- Q.4** Discuss the Mc Kiney's 7s framework. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Ansoff Matrix
 - b) Disruptive Innovation
 - c) Global issues in Strategic Management

SECTION – II

- Q.6** How can organizations implement effective strategic control mechanisms to monitor and evaluate the progress of their strategic initiatives and ensure alignment with predefined objectives. (10)
- Q.7** How can organizations effectively identify and evaluate strategic alternatives to formulate a robust and adaptive strategy that aligns with their long-term goals and competitive environment? (10)
- Q.8** Illustrate various issues incurred in implementation of strategy with suitable examples. (10)

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