

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**

**M.B.A. Sem-III : SUMMER : 2024**

**SUBJECT: STRATEGIC MANAGEMENT**

Day : Saturday  
Date : 04/05/2024

**S-25973-2024**

Time : 02:00 PM-05:00 PM  
Max. Marks : 100

**N.B.:**

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

**SECTION – I**

- Q.1** What is the concept of strategic management? Discuss strategic management process in detail. [15]
- Q.2** What is SWOT analysis, and how does it help in understanding an organization's external and internal factors? [15]
- Q.3** Discuss the concepts of resources, capabilities and competencies in the context of the Resource-Based View (RBV) of strategy. [15]
- Q.4** What is the GE 9 Cell Matrix, and how is it used for business portfolio analysis? [15]
- Q.5** Describe the three generic strategies outlined by Porter. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) BCG Matrix
  - b) Types of Operational Control
  - c) Blue Ocean Strategy
  - d) Vision and Mission
  - e) Diversification Strategy

**SECTION – II**

- Q.7** Describe McKinsey's 7s framework and its relevance in strategy implementation. [20]
- Q.8** What are the global challenges that organizations face in strategic management? How can they develop effective strategies for competing in global markets? [20]
- Q.9** Do the SWOT analysis for Toyota Motors in Indian market and analyze the strategic approach of company in this regards. [20]

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