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Total No. of Questions : 5]

P6882

SEAT No. :

[Total No. of Pages : 2

[5860]-301

M.B.A.

**301-GC-11 : STRATEGIC MANAGEMENT
(2019 Pattern) (Semester-III)**



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Figures to the right indicate full marks.

Q1) Solve any five from the following.

[10]

- a) What is tactics.
- b) State the stages in strategic management.
- c) Define vision statement.
- d) Define Mission statement.
- e) What Leverage.
- f) What is outsourcing.
- g) Define a blue ocean.
- h) What is a deliberate strategy.

Q2) Answer any two of following:

[10]

- a) State the role of stakeholders in strategic Management
- b) Explain the concept of Environmental scanning.
- c) Differentiate between Red and Blue Ocean.

Q3) a) Explain porters five force model with an example of any industry. [10]

OR

- b) Discuss the resource based view of the firm and explain the VRIO frame work with examples.

P.T.O.

Q4) a) What are the generic competitive strategies? Discuss with examples how can an organisation achieve cost leadership. [10]

OR

b) What are retrenchment strategies? Explain with examples how to implement a turn around strategy in an organisation.

Q5) a) What is a Business model? Design a business model for a media house planning to launch an e-newspaper. [10]

OR

b) What is a blue ocean strategy? Explain the use of blue ocean strategy in strategic management.

