

OCT/NOV-2022

Total No. of Questions : 5]

SEAT No. :

PA-3618

[5946]-301

[Total No. of Pages : 3]

Second year M.B.A.

301 : STRATEGIC MANAGEMENT
(2019 CBCS 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 5 out of 8.

[10]

- a) Define strategic management
- b) What are the key result areas
- c) What is functional level strategy
- d) What do you mean by strategic planning
- e) Define portfolio analysis
- f) Define merger and acquisition
- g) Explain SBU
- h) Define blue ocean strategy

Q2) Solve any two 2 out of 3.

[10]

- a) Differentiate between strategic control and operations control.
- b) Explain BCCe product portfolio matrix.
- c) Explain in detail the porters five force model.

Q3) a) Explain the difference between Red ocean strategy and Blue ocean strategy.

[10]

OR

- b) Explain the issues in strategic management with respect to social and environmental sustainability?

P.T.O.

Q4) a) Explain porteris generic competitive strategies.

[10]

OR

b) Define term 'strategy'. Explain in details the levels of strategy.

Q5) a) What are the competitive advantage? Explain sources of competitive advantage.

[10]

OR

b) Explain concept of six sigma and its uses for strategy implementation.

