

Total No. of Questions : 5]

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[6025]-41
M.B.A. - II

SEAT No. :

[Total No. of Pages : 2

**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) Answer any five from the following.

[10]

- a) Define KPI.
- b) Define critical success factors.
- c) Define organisation capability.
- d) Define red ocean.
- e) Define a merger.
- f) Define value curve.
- g) What is a value chain.
- h) What is an emergent strategy.

Q2) Answer any two of the following.

[10]

- a) Explain the concept of strategic intent.
- b) Explain the concept of strategy canvas.
- c) Explain strategy control.

Q3) a) What is BCG matrix? Explain how BCG matrix can be used to classify firm businesses. **[10]**

OR

b) What is GE 9-cell matrix? Explain how GE 9-cell matrix can be used for strategic decisions. **[10]**

P.T.O.

Q4) a) Explain McKinsey's 7 - S framework and discuss its application in strategic management. [10]

OR

b) What are grand strategies? Discuss in detail various growth strategies with examples. [10]

Q5) a) What is a balanced score card? Discuss how it can be used as a tool for strategy evaluation [10]

OR

b) Discuss strategic and operational control? [10]