

Total No. of Questions : 5]

SEAT No. :

P7898

[Total No. of Pages : 2

[6118]-3901

S.Y. M.B.A.

301 GC - 11 : STRATEGIC MANAGEMENT

(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *All Questions carry equal marks.*

Q1) Solve any five:

[10]

- a) Define vision.
- b) Define KPI (Key Performance Indicator).
- c) Define Portfolio Analysis.
- d) Define Strategic Management.
- e) What is Strategic Alliance?
- f) Explain Management by Objectives (MBO).
- g) Explain SBU.
- h) ETOP.

Q2) Answer Any two of the following:

[10]

- a) Describe VRIO Framework.
- b) Explain meaning & components of Business Models.
- c) Explain Gramin Strategy & its types.

P.T.O.

Q3) a) Differentiate between Red ocean & Blue ocean strategy. **[10]**

OR

b) Explain Mc-Kinsey's 7s framework.

Q4) a) Explain Merger & Acquisition strategy with example. **[10]**

OR

b) Explain Portfolio Analysis with BCG Mature.

Q5) a) What is meant by Business Model? Prepare Business Model for consumer durables. **[10]**

OR

b) Explain Porter five forces model with suitable example.

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