

Total No. of Questions : 5]

SEAT No. :

PB2074

[6201]-301

[Total No. of Pages :2

M.B.A. - II

301 - GC - 11 : STRATEGIC MANAGEMENT

(2019 Pattern) (Revised) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following. (Any five)

[10]

- a) Define Mission
- b) What is strategic intent
- c) Define critical success factor
- d) What do you mean by: Competitive Advantage
- e) What is Vertical Integration
- f) Define Red Ocean strategy
- g) What is Key Result Area (KRA)
- h) Define Low Cost strategy

Q2) Answer the following. (Any two)

[10]

- a) Explain Business level strategies.
- b) What is value chain? Explain primary and support activities in value chain.
- c) Explain VRIO framework.

P.T.O.

Q3) Answer the following. (Any one) [10]

a) Explain BCG matrix with examples.

OR

b) Explain Strategic Management process and barriers to strategic implementation.

Q4) Answer the following. (Any one) [10]

a) Elaborate Porter's 5 forces model of competition with diagram.

OR

b) Discuss the key differences between Blue ocean and Red ocean strategies.

Q5) Answer the following. (Any one) [10]

a) Evaluate the effectiveness of MC Kinsey's 7's framework with suitable examples.

OR

b) Prepare & explain (ETOP) for an Automobile manufacturing (two wheeler) company.

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