

Total No. of Questions : 5]

SEAT No. :

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[Total No. of Pages : 2

[6648]-701

M.B.A.(Fintech/Project Mgt./Digital Mkt.)

SM 601 MJ : Strategic Management

(2024 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 5:

[10]

- a) Explain ETOP
- b) Define strategic management
- c) What is VRIO concept
- d) Define strategic Intent
- e) Explain KPI
- f) What are stakeholders
- g) Define vision
- h) Compitative Advantage

Q2) Answer the following (any 2) :

[10]

- a) Explain BCG matrix with relevant examples.
- b) Explain generic strategies with examples
- c) Describe Triple Bottom line.

P.T.O.

Q3) a) Explain porter's five forces model of competition **[10]**

OR

b) Explain mergers and acquisition strategy with example.

Q4) a) Explain in detail porters value chain analysis **[10]**

OR

b) Describe the difference between Red ocean and blue ocean strategy.

Q5) a) Explain in MC-Kinsey's 7's framework **[10]**

OR

b) Explain various grand strategies with example

