

Total No. of Questions : 5]

SEAT No. :

PF12122

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S.Y.M.B.A.

**SEBA-10 STRATEGIC MANAGEMENT & BUSINESS
ANALYTICS**

(2024 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Draw neat diagrams wherever needed.*

Q1) Answer any 5 questions (2 marks each)

[10]

- a) Define strategy.
- b) What is KPI?
- c) State any two levels of strategy.
- d) Define ETOP analysis.
- e) What is benchmarking?
- f) Define VRIO framework.
- g) What is Six Sigma?
- h) What is BCG Matrix?

Q2) Answer any 2 questions (5 marks each)

[10]

- a) Explain strategic management process.
- b) Describe Mintzberg's 5Ps of strategy.
- c) Describe Gartner Analytics Maturity model.

P.T.O.

Q3) Answer any 1 questions.

[10]

a) Discuss generic competitive strategies with suitable example.

OR

b) Explain Resource - based view & VRIO framework in detail.

Q4) Answer any 1 question

[10]

a) Explain McKinsey's 7s framework in strategic implementation.

OR

b) Explain the role of predictive analytics in strategic planning.

Q5) Answer any 1 questions.

[10]

a) Flipkart company faces increasing competition & declining market share. Analyze the situation using porter's five forces model & suggest strategies.

OR

b) A retail firm experiences high employee turnover & low employee engagement. Explain how HR analytics can provide data in solving the problem & provide necessary information to improve HR practices.

