Oct/Nov-2025

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Total No. of Questions : 5]

SEAT No. :

PE-5839

[Total No. of Pages : 2

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S.Y.M.B.A.(All Programs)

SM 601-MJ/GC-14 : STRATEGIC MANAGEMENT

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *Attempt all the questions.*
2) *All questions carry equal marks.*

Q1) **Solve any (Five) :** **[10]**

a) Define mission.

b) Explain SBU.

c) Define KPI (Key Performance Indicator).

d) SWOT.

e) Red ocean strategy.

f) Strategic Alliance.

g) Low cost Strategy.

h) Competitive Advantage.

Q2) **Solve any Two from the following :** **[10]**

a) State the types of Mergers.

b) Explain Management By Objective (MBO).

c) Describe VRIO Framework.

Q3) a) Explain Mc-Kinsey's 7s Framework. **[10]**

OR

b) Explain various Grand Strategies with example.

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Q4) a) Explain portfolio Analysis with BCG matrix. **[10]**

OR

b) Prepare and explain SWOT Analysis for a Electronic Vehicle (EV) car Manufacturing company.

Q5) a) Differentiate between Red ocean & Blue ocean strategy. **[10]**

OR

b) Explain porter five force model with suitable example.

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