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Total No. of Questions : 5]

SEAT No. :

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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) Compititive 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.

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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.

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