



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:III	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Strategic Management	Course Code:MBA22 3001	
	Max. Marks:60	Duration:2hrs 30mins	

	<p><b>Instructions:</b> Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none"><li>1. This question paper contains two page(s).</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li><li>6. Question 1 and 2 are compulsory. Solve (a) OR (b) and (c) OR (d) for question number 3, 4 and 5.</li></ol>	
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**Question No. 1 Attempt following Question**

- 1a) Discuss the various levels of Strategy and its application? (6) Co1

**Question No. 2 Attempt following Question**

- 2a) Summarize the VRIO framework of analysis? (6) Co1

**Question No. 3 Attempt following Question**

- 3a) Distinguish the concept of vision and mission highlighting the strategic intent of an organization? (8) CO2

**OR**

- 3b) Identify and describe the 3 dimensions of Abel's 3 Dimension model of business definition? (8) CO2

- 3c) Describe the BCG matrix of business portfolio analysis? (8) CO2

**OR**

- 3d) Explain how SWOT analysis supports the internal and external analysis of an organization? (8) CO2

**Question No. 4 Attempt following Question**

- 4a) Analyse Key Performance Indicators (KPI's). Identify certain KPI's critical for the success of any organization? (8) CO4

**OR**

4b) Illustrate the retrenchment strategy and state the conditions in which it is adopted? (8) CO4

4c) Identify all the generic strategies? Explain the Differentiation strategy and its application? (8) CO4

**OR**

4d) Explain the GE 9 Cell Model of Business portfolio analysis? (8) CO4

**Question No. 5 Attempt following Question**

5a) Analyse the Mintzberg 5 Ps of strategy? (8) CO5

**OR**

5b) Discuss the techniques of Management by Objectives (MBO)? (8) CO5

5c) Analyse the McKensey's 7s Framework? (8) CO5

**OR**

5d) Summarize the symptoms of malfunctioning of strategy? (8) CO5