



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:III
Class: SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Strategic Management	Course Code:MBA22 3001
Max. Marks:60	Duration:2.30 Hrs.

Instructions: 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.

1. This question paper contains two page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Solve any one question from (a) or (b) and any one question from (c) or (d) for question no. 3, 4 & 5

Question No. 1 Attempt following Question

- 1a) State the difference between vision and mission of a firm? (6) Co1

Question No. 2 Attempt following Question

- 2a) Identify and describe the 3 dimensions of Abel's 3 Dimension model of business definition? (6) Co1

Question No. 3 Attempt following Question

- 3a) Identify the difference in the characteristics between strategy and tactics? (8) CO2

OR

- 3b) Explain the horizontal and vertical integration of a firm? (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) Discuss the new business models for internet economy? (8) CO4

OR

- 4b) Describe the growth grand strategy? Explain various sub-strategies to achieve growth? (8) CO4

4c) Analyse the various levels of Strategy and its application? (8) CO4

OR

4d) Evaluate the Strategic Management Process depicting the various steps involved? (8) CO4

Question No. 5 Attempt following Question

5a) Evaluate differences between Blue Ocean strategy and Red Ocean strategy? (8) CO5

OR

5b) Describe the elements of Four Action Framework? (8) CO5

5c) Summarize the Mintzberg 5 Ps of strategy? (8) CO5

OR

5d) Evaluate the McKensey's 7s Framework? (8) CO5

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