



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

| InSem Examination-I Winter2025 | |
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| Exam Seat No.: | |
| Academic Year:2025-2026 | Semester:III |
| Class:PG-II | Program:MBA |
| Branch Code:10 | Pattern:2022 |
| Name of Course:Strategic Management | Course Code:MBA223001 |
| Max. Marks:30 | Duration:1.15 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 one page
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. Q.1) and Q.3) are compulsory. For Q.2) and Q.4) solve any one out of (a) or (b).

Marks CO

Question No. 1

- 1 a) Discuss the various levels of Strategy and its application? (3) CO1
1 b) Identify the concept of vision and mission highlighting the strategic intent of an organization? (4) CO1

Question No. 2

- 2 a) Analyse Key Performance Indicators (KPI's). Identify certain KPI's critical for the success of any organization? (8) CO1

OR

- 2 b) Identify and describe the 3 dimensions of Abel's 3 Dimension model of business definition? (8) CO1

Question No. 3

- 3 a) Summarize the VRIO framework of analysis? (3) CO2
3 b) Explain how SWOT analysis supports the internal and external analysis of an organization? (4) CO2

Question No. 4

- 4 a) Describe the BCG matrix of business portfolio analysis? (8) CO2

OR

- 4 b) Deduce the GE 9 Cell Model of Business portfolio analysis? (8) CO2

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