



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

InSem Examination-I Winter2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:III
Class:PG-II	Program:MBA
Branch Code:10	Pattern:2024
Name of Course:Strategic Management	Course Code:2410601
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) Analyze the difference in the characteristics between strategy and tactics? (3) CO1
1 b) Evaluate the difference between vision and mission of a firm? (4) CO1

Question No. 2

- 2 a) Analyse the various levels of Strategy? Develop the 3 level strategy for a Automobile manufacturing unit? (8) CO1

OR

- 2 b) Discuss how balance scorecard helps in assessing the performance of an organization? (8) CO1

Question No. 3

- 3 a) Summarize the concept of Stretch, Leverage and Fit? (3) CO2
3 b) Explain Porters Value Chain Model? (4) CO2

Question No. 4

- 4 a) Describe the BCG matrix of business portfolio analysis? Describe characteristics of the segments of BCG matrix & the strategy adopted by companies for each segment? (8) CO2

OR

- 4 b) Evaluate the VRIO framework of analysis with help of an example? (8) CO2

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