



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

WINTER-2025	
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: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. Question No. 1 and 2 are compulsory. For Question No. 3, 4 and 5; solve any one out of (a) or (b) and any one out of (c) or (d)

Marks CO

Question No. 1

- 1a) Analyse the importance of KPI's in strategy development? (6) CO1

Question No. 2

- 2a) Identify and describe the dimensions of Abel's 3 Dimension model of business definition? (6) CO1

Question No. 3

- 3a) Summarize the concept of Stretch, Leverage and Fit? (8) CO2

OR

- 3b) Analyse the difference in characteristics between strategy and tactics? (8) CO2

- 3c) Explain the various situations when an organization adopts stability strategy? (8) CO3

OR

- 3d) Discuss the various alternative strategies which companies adopt under the growth strategy? Describe each one of them with suitable example? (8) CO4

Question No. 4

- 4a) Evaluate the various alternatives a company adopts under the retrenchment strategy? (8) CO3

OR

- 4b) Discuss the new business models for internet economy and its application? (8) CO4

- 4c) A company is venturing into manufacturing of digital devices such as AI based cctv cameras, smart door and smart home gadgets. Create all levels of strategy for the company? (8) CO5

OR

- 4d) Evaluate the Strategic Management Process depicting the various steps involved? (8) CO5

Question No. 5

5a) An organization is installing a steel manufacturing plant near a densely populated town, What Triple bottom line strategy the organization should adopt to minimise the ESG effect? (8) CO5

OR

5b) Evaluate the difference between blue ocean strategy and red ocean strategy? (8) CO4

5c) Discuss the importance of organization structure in strategy development & implementation? Also deduce the types of organizational structure? (8) CO5

OR

5d) Evaluate the importance of McKensey's 7s Framework in execution of strategies? (8) CO5

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