



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:2022
Name of Course:Strategic Management	Course Code:MBA223001
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) State and define various levels of strategy? (6) CO1

Question No. 2

- 2a) Define Critical success factor and state their importance in formulation & implementation of strategy? (6) CO1

Question No. 3

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

OR

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

- 3c) Differentiate between the key elements of BCG matrix and G-9 cell matrix? (8) CO2

OR

- 3d) Analyze the situations when an organization adopts stability strategy? (8) CO2

Question No. 4

- 4a) Illustrate the new business models for internet economy? (8) CO3

OR

- 4b) Evaluate the business scenario when a company decides to adopt growth strategy. Also describe various growth strategies? (8) CO3

- 4c) Summarize the key differences between Blue Ocean strategy and Red Ocean strategy? (8) CO4

OR

- 4d) Deduce & describe the stages involved in formulation and execution of strategic management process? (8) CO4

Question No. 5

- 5a) Explain with suitable example how present organizations are achieving triple bottom line in their business processes? (8) CO4

OR

- 5b) Evaluate the matrix organizational structure? How it is beneficial in implementation of strategic goals? (8) CO5

- 5c) Summarize the Mintzberg 5 Ps of strategy along with its application? (8) CO5

OR

- 5d) Evaluate the McKensey's 7s Framework and also mention the "Hard-S" and "Soft-S"? (8) CO5

..... End of question paper.....