



**DO-161100080403**      Seat No. \_\_\_\_\_

**M. B. A. (Sem. IV) (CBCS) Examination**

**March - 2022**

**Banking & Finance**

*(Strategic Management)*

*(New Course)*

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : **70**

**Instructions :** All questions carry equal marks.

**1** Define term Strategic Management. Explain Process of Strategic Management.

**OR**

**1** (a) Define Mission. Explain the Characteristics of Good Mission Statement.  
(b) Explain term Goals and Objectives. Explain the Roles that Objectives Play in Strategic Management.

**2** Select the Organization of your Choice and Analyze it with Michel Porter's Five Force Model.

**OR**

**2** Describe the BCG Matrix as a technique of corporate portfolio analysis.

**3** What is SWOT Analysis ? Discuss its utility. Make a SWOT analysis of organization of your choice.

**OR**

**3** Discuss Balanced Score Card as Tool for Performance Measurement.

**4** Discuss different types of Grand Strategies with illustration.

**OR**

**4** (a) Discuss long term objective of your Business that Exhibits the Seven Qualities of Long-term Objectives.

(b) Do Value Chain Analysis in Organization of your Choice.

**5** Write Short Notes : (Any Two)

(a) Corporate Social Responsibility

(b) External Environmental

(c) Benefits of Strategic Management

(d) Global Environment

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