



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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