



RAI-161100080403 Seat No. _____

**M. B. A. (Banking & Finance) (Sem. IV)
(CBCS) Examination**

March / April - 2019

Strategic Management

Time : 3 Hours]

[Total Marks : 70

- 1 What is strategic management ? Explain the goal and objective of strategic management. 14
- 2 What is environment appraisal ? Explain the internal and external environment. 14
- OR**
- 2 Select the organization of your choice and analyze it with Michael Porter's five force model. 14
- 3 What is SWOT analysis ? 14
- OR**
- 3 What is organizational appraisal ? Explain the factors affecting of organizational appraisal. 14
- 4 What is Corporate level strategy ? Explain the structure of corporate level strategies. 14
- OR**
- 4 What is meant by strategy implementation ? Also explain structural and behaviour implementation. 14
- 5 Write short notes : (any two) 14
- (1) Social Environment
 - (2) Corporate social responsibility
 - (3) Management ethics