



PT-161100080403

Seat No. _____

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

August - 2020

Strategic Management

Time : 3 Hours]

[Total Marks : 70

1 Define term Strategy and Strategic Management. 14
Discuss the Strategic management process and model of
Strategic Management.

2 How does environmental analysis at the domestic level 14
differ from global analysis.

OR

2 Discuss different types of Grand Strategies with 14
suitable example.

3 Write a long-term objective for your school of business 14
that exhibits the seven qualities of long-term Objectives.

OR

3 Select the organization of your choice and implement BCG 14
Matrix in that Organization.

4 What is business level strategy? Explain the tactics of 14
business level strategy.

OR

4 Explain Balanced Score Card as tool for performance 14
measurement.

5 Write a short note on : (Any Two) 14

- (1) Corporate social responsibility
- (2) Behavioral implementation
- (3) SWOT Analysis
- (4) Strategic Control