



BBC-161100080403 Seat No. _____

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

July - 2021

Banking & Finance
(Strategic Management)

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

[Total Marks : 70

- Instructions :** (1) Write any five questions
(2) All questions carry equal marks

- 1 Define term Strategy and Strategic Management. Discuss the process of strategic management.
- 2 What is SWOT analysis? Write in detail.
- 3 Discuss BCG Matrix with example.
- 4 Grand strategy with illustration.
- 5 Explain Balanced Score Card as tool for performance measurement.
- 6 What do you mean by company's vision and mission statement? Explain its characteristics. Give five examples of it.
- 7 Select the organization of your choice and analyze it with Michael Porter's Five Force Model.
- 8 How does environmental analysis at the domestic level differs from global analysis?

9 What are three activities or capabilities a firm should possess to support low-cost leadership strategy? Give an example of a company that has done this?

10 Write note on : (Any **Two**)

- (a) Agency Theory
 - (b) Corporate Social Responsibility
 - (c) Social Audit
 - (d) Management Ethics
-