



## **ENGLISH VERSION**

- 1 Explain strategic fit, strategic leverage and stretch with suitable example. **20**

**OR**

Explain global strategic management process in detail. **20**

- 2 Write note on : (any two) **20**

- (1) PEST analysis.
- (2) Value chain analysis
- (3) Michael Porter's Five Force Model
- (4) Resource Based View

- 3 Explain growth and stability strategies with suitable examples. **15**

**OR**

Discuss GE matrix and BCG matrix with the help of Maruti Suzuki Ltd. **15**

- 4 Explain various techniques for strategic evaluation and control. **15**

**OR**

What is strategic implementation ? Explain various issues involved in strategy implementation.

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