



Seat No. \_\_\_\_\_

**HB-161100080403**

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

**April - 2023**

**Strategic Management  
(Banking & Finance)**

Time :  $2\frac{1}{2}$  Hours / Total Marks : 70

**Instruction** : All questions carry equal marks.

- 1 Define term Strategy and Strategic Management. Explain the Strategic Management Process with its Nature.
- 2 What is Corporate Social Responsibility ? Write Types of Corporate Social Responsibility with its limitations.

**OR**

Discuss different types of grand strategies with illustration.

- 3 Explain Balanced Score card as tool for performance measurement.

**OR**

Define Strategic Control. Discuss types of strategic control in detail.

- 4 Select the firm of your choice and analyze it with Michael Porter's Five Force Model.

**OR**

How does environmental analysis at the domestic level differ from global analysis ?

- 5 Write short note on (Any Two) :
  - (A) BCG Growth Share Matrix
  - (B) SWOT Analysis
  - (C) Qualities of long-term objectives.