

M.B.A.(with Credits)-Regular-Semester 2012 Sem II
C27 - Strategic Management

P. Pages : 1

Time : Three Hours



GUG/W/16/5193

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | Define strategic management. Discuss various issues involved in strategic decision making. | 14 |
| 2. | Write detail note on strategic decision making. | 14 |
| 3. | Explain in detail SWOT analysis. | 14 |
| 4. | Discuss Resource analysis. | 14 |
| 5. | Explain the mergers & acquisition with suitable example. | 14 |
| 6. | What is diversification? Discuss. | 14 |
| 7. | What is marketing & financial strategy? Explain. | 14 |
| 8. | Explain portfolio analysis with its advantages & disadvantages. | 14 |
| 9. | Discuss strategic business unit with its merit & demerit. | 14 |
| 10. | Write detail note on any two . | 14 |
| | a) BCG matrix. | |
| | b) 7 s Framework. | |
| | c) Human Resource Strategy. | |
| | d) Profit strategies. | |
