Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2020-21

EXM/P/09/00

Year and Program: 2020-21	**School of Commerce and Management**	**Department: BBA**
Course Code: MBC 301	**Course Title: Strategic Management**	**Semester :V**
Day and Date:	**End Semester Examination**	**Time:2 Hrs.** **Max Marks:50**

QUESTION PAPER

Instructions: 1) All Questions are compulsory.
2)Figures to the right indicate full marks.

3) Draw flow chart/diagram wherever necessary

		Marks	Bloom's Level	CO
Q.1	**Answer the following (any Two)**–			
a)	"A business neither is nor defined by its name, status or articles of incorporation. It is defined by the business mission. Only a clear definition of the mission and purpose of the organization makes possible clear and realistic business objectives" – Peter Drucker Elaborate the above statement with suitable examples with relation to importance of corporate mission, vision and objectives	9	L3	CO1
b)	Explain the levels at which strategies operate. Discuss the Strategic Management process.	9	L2	CO1
c)	Explain Porter's five forces model and its' impact on organization with a suitable example.	9	L2	CO2
Q.2	**Answer the following (any two) –**			
a)	Elaborate the different Corporate level Strategies?	8	L2	CO3
b)	Explain the Business level strategies - CL, D and F	8	L2	CO3
c)	Discuss Value chain Analysis	8	L2	CO3
Q.3	**Answer the following (any two) –**			
a)	Explain in detail the BCG Matrix. What are the strategies as suggested by BCG?	8	L3	CO4

b)	Elaborate the strategic evaluation process. What are the different types of controls?	8	L2	CO5
c)	In the Indian context, what LG needs to do to create a competitive advantage in the highly competitive consumer durables industry?	8	L4	CO5

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