000496

PRN:		Course Code :	PBA301R

Second Year MBA ... Semester Examination Winter 2024

Strategic Management

Day and Date: Fri 22 NOV 2024 Max Marks: **50**

Time : 10:30AM To 12:30PM Duration: **02** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt any two from the following**			
	a)	Illustrate the impact of Micro and Macro Environmental factors on Business?	06	3	1
	b)	Define and distinguish between corporate-level, business-level, and functional-level strategies.	06	1	1
	c)	Discuss Value Chain Analysis?	06	2	1
Q.2		**Attempt any two from the following**			
	a)	Evaluate the effectiveness of using the GE-9 Cell Matrix for strategic decision-making in a diversified company	06	4	2
	b)	Describe the role of strategic alliances in modern business.	06	2	2
	c)	Explain with examples the 9 Cell model?	06	5	2
Q.3		**Attempt the following**			
	a)	Explain how resource mobilization and allocation are crucial for functional implementation in a strategic context	06	2	3
	b)	Critically evaluate the role of strategic control mechanisms in ensuring strategy implementation success.	07	5	3
		or			
	b)	Compare the influence of organizational culture and strategic leadership on successful change management.	07	4	3
Q.4		**Attempt the following**			
	a)	Describe the key components of a Blue Ocean Strategy.	06	2	4
	b)	Assess the importance of Corporate Social Responsibility (CSR) in a company's strategic plan.	07	5	4
		or			
	b)	Compare and contrast the impact of digital transformation on traditional strategic management practices.	07	4	4

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