

Roll No.

Y – 945

MBA (General) Final Year EXAMINATION, May/June-2021

DISTANCE MODE

Paper – 205

STRATEGIC MANAGEMENT

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

Unit-I

1. Describe strategy. Explain different levels of strategy. 14

Unit-II

2. Write short notes on (50 words)— 14
- (a) GAP analysis.
 - (b) Political environment.
 - (c) SWOT analysis.
 - (d) Mission & Vision.

Unit-III

3. Explain both functional and implementation of Strategy in detail. 14

Unit-IV

4. Describe the nature and importance of Strategic Evaluation. 14

Unit-V

5. Establish the relationship between ‘strategic directions’ and vision of a Company. 14

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