

Roll No.

Y – 2871 (A)

M.B.A. (Fourth Semester) (SPECIAL) EXAMINATION, August 2021

(SECOND CHANCE)

Paper – 401

STRATEGIC MANAGEMENT

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

1. Attempt *all* parts— 14
 - (a) What is strategic management ?
 - (b) What is Environmental scanning ?
 - (c) What are strategic alliances ?
 - (d) Distinguish between traditional Cost Accounting and Activity based Cost Accounting.
2. What is strategic ? Discuss the role of strategic management in marketing, finance, and Global competitiveness. 14
3. What is value-chain approach ? Also discuss resource based approach. 14
4. What is Porters 5 forces model ? Also, discuss about porters diamond model. 14
5. Write an essay on strategic information system. 14

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