

Roll No.

Y – 2871

M.B.A. (Fourth Semester) EXAMINATION,

May/June-2021

Paper – 401

STRATEGIC MANAGEMENT

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* the questions.

Unit-I

1. What do you mean by Business Policy ? Discuss the importance of Business policy. 14

Unit-II

2. What do you mean by corporate level strategy ? Describe in brief the various alternative of strategy at corporate level.t 14

Unit-III

3. What do you understand by ‘SWOT’ analysis ? Describe its methods and importance. 14

Unit-IV

4. What do you mean by Strategy Implementation ? How does formulation affect the implementation of Strategies ? 14

Unit-V

5. Write an essay on strategic information system. 14

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