

W-2986(A)
M.B.A. (Fourth Semester) Examination,
(Second Chance) June-2020
STRATEGIC MANAGEMENT

Paper - 401

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note : Attempt **all** questions.

- Q.1. What is the basic concept of strategic management? Discuss the role of strategic management in Marketing and Global competitiveness.
- Q.2. What do you mean by strategic advantage profile (SAP) Scanning? Explain the importance of strategic Budget and Audit.
- Q.3. What is the difference between SWOT analysis and TOWS matrix? Write the advantages and disadvantages of both the analysis.
- Q.4. What are the stages of corporate development? Explain the term corporate restructuring, Mergers and acquisitions with examples.
- Q.5. What is Activity based costing? Discuss the effects of strategic information systems on competitive strategy and performance.

