

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

**Paper - 401**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note :** Attempt **all** questions.

**Unit-I**

Q.1. What is Strategic Management? Explain the basic model of Strategic Management. Also, write about the impact of Globalisation of Strategic Management.

**Unit-II**

Q.2. Explain the following :-  
a) Value-Chain Approach.  
b) Resource-Based Approach.

**Unit-III**

Q.3. What is porters five forces model? Also, discuss about porters diamond model.

**Unit-IV**

Q.4. Explain in brief about how Strategy can be implemented through structure, through HRM, through values and ethics.

**Unit-V**

Q.5. Discuss the role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

