

Comprehensive Concurrent Evaluation (CCE)

MBA SEM II / (2022-23)

Subject Name: Strategic Management**Code:** 301**Credit:** 3**Important Instructions:**

1. The subject is evaluated on the basis of **3** components
2. All the MCQ, Caselet must be hand written.
3. Student Name, Course name, Course code and contact number, email must be clearly mentioned on the first page.

Group	Component	Marks	Date of Submission
A	Online MCQ Test	50	31 Jan 2023
B	Caselet	50	31 Jan 2023
E	Term Paper	50	13 Feb 2023

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DIMR
Dnyansagar Institute of
Management & Research

COMPONENT 3: TERM PAPER

MBA-II / SEM-II / STRATEGIC MANAGEMENT (2022-23)

END SEMESTER EVALUATION

Subject: Strategic Management

Subject Code: 301

[Time: 2 Hours]

[Max. Marks: 50]

Instructions to the candidates:

- 1. All questions are compulsory**
- 2. All questions carry 10 marks**
- 3. Figures to the right indicate full marks**

Q1) Solve any five from the following.

[10]

- What is tactics.
- State the stages in strategic management.
- Define vision statement.
- Define Mission statement.
- What Leverage.
- What is outsourcing.
- Define a blue ocean.
- What is a deliberate strategy.

Q2) Answer any two of following:

[10]

- State the role of stakeholders in strategic Management.
- Explain the concept of Environmental scanning.
- Differentiate between Red and Blue Ocean.

Q3) a) Explain porters five force model with an example of any industry. [10]

OR

- Discuss the resource based view of the firm and explain the VRIO framework with examples.

Q4) a) What are the generic competitive strategies? Discuss with examples how can an organisation achieve cost leadership. [10]

OR

b) What are retrenchment strategies? Explain with examples how to implement a turn around strategy in an organisation.

Q5) a) What is a Business model? Design a business model for a media house planning to launch an e-newspaper. [10]

OR

b) What is a blue ocean strategy? Explain the use of blue ocean strategy in strategic management.

