

No. of Printed Pages : 2

**MMPC-012**

**MASTER OF BUSINESS  
ADMINISTRATION / MASTER OF  
BUSINESS ADMINISTRATION  
(BANKING AND FINANCE)**

**[(MBA/MBA(B&F)]**

**Term-End Examination**

**December, 2023**

**MMPC-012 : STRATEGIC MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** *Attempt any **five** questions. All questions carry equal marks.*

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1. What are the different stages of strategy formulation ? Explain each of them in brief.
2. (a) Elaborate on the global business environment.  
(b) How do the organization do environmental analysis in the global context ? Discuss.
3. Write short notes on the following :
  - (a) Strategic groups
  - (b) Resource Based View

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4. Describe the concept of value chain framework.
5. What are the factors determining the formulation of competitive strategy ? Explain them in brief.
6. Describe the elements of structural environment in Emerging Industries.
7. Why do the organization opt for expansion strategies ? Discuss the Ansoff's Product Market Expansion Grid with respect to expansion strategies.
8. How can the organization structure to be matched to strategy ? Explain.