

No. of Printed Pages : 2

**MMPC–012**

**MASTER of BUSINESS  
ADMINISTRATION/MASTER OF  
BUSINESS ADMINISTRATION  
(BANKING AND FINANCE) (MBA/BSF)  
Term-End Examination**

**June, 2024**

**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. “Strategy formulation, implementation, evaluation and control are integrated.”  
Elaborate on the statement.

**P. T. O.**

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2. What are the different factors which are analysed under PESTLE ? Explain any *two* in detail.
3. How does Porter's Five Forces Framework help in evaluating a competitor's strategy ? Explain.
4. Explain the competitive strategy of Fragmented Industries.
5. Describe expansion through integration. Illustrate your answer with the help of example.
6. Write short notes on the following :
  - (a) Resource Based View
  - (b) The Value Chain Framework
7. What are the different models of Corporate Governance ? Explain any *two*.
8. Differentiate between Hofstede's Cultural Dimension Model and Hall's Cultural Model.

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