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MMPC-012

**MASTER OF BUSINESS
MANAGEMENT/MASTER OF
BUSINESS MANAGEMENT
(BANKING AND FINANCE)
[MBA/MBA (B&F)]**

Term-End Examination

December, 2022

MMPC-012 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Explain the features of any company's vision. Discuss briefly the purpose of vision statement with the help of a diagram.
2. Explain the meaning of global business environment. Why is there a need for internationalization ?

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3. Briefly analyse Porter's five forces framework. Diagrammatically explain Porter's five forces model of competition.
4. Describe value chain framework. How does it analyze organization's strengths and weaknesses ?
5. Describe the formulation of competitive strategy. What are the factors to develop realistic competitive strategy ?
- 6, Examine the nature and scope of corporate strategies. Discuss the types of generic corporate strategies.
7. Explain the basic models of corporate governance. Discuss the important provisions of different models.
8. Describe balanced score card. How are critical success factors determined ?