

**MASTER OF BUSINESS ADMINISTRATION /  
MASTER OF BUSINESS ADMINISTRATION  
(BANKING AND FINANCE)  
MBA/MBA(B&F)**

**Term-End Examination**

**June, 2022**

**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. Define Strategy. Differentiate between different levels of strategy.
2. How are mission statements converted into objectives and goals ? Discuss briefly with the help of a diagram.
3. Explain the relationship between general environment and strategy. Briefly discuss the process for analyzing external environment.

4. What are the three types of resources ? Discuss how they differentiate themselves as competencies or core competencies.
  5. Explain the role of cost in business growth. How is overall cost leadership determined ?
  6. What are the components of competitor analysis ? How does this help in determining the competitor's position as defensive or offensive ?
  7. What are the five key pillars of corporate governance system ? Explain the evolution of corporate governance globally.
  8. Discuss any two types of operational control which influence strategic control systems.
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