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MMPC-017

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

June, 2023

**MMPC-017 : ADVANCED STRATEGIC
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Describe the process of corporate planning and state its benefits.
2. What do you understand by mergers and acquisitions ? Why do organizations go for mergers and acquisitions ? Explain.

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3. Discuss the operating advantages and disadvantages of MNCs. Cite suitable examples.
4. What are the different kinds of entry strategies ? Explain any *two* citing examples.
5. Discuss the concept of e-Business. Explain different models of e-business.
6. What are the different steps involved in developing R & D strategy of any organization ? Explain with the help of examples.
7. Discuss and explain the basics of a Knowledge Management Framework (KMS) of an organization.
8. How are creative organizations built ? Explain in your own words with the help of examples.