

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**

**June, 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. Describe the different features of strategy giving examples.
2. What are the different traits of an effective objective ? Explain each of them giving examples.

**P. T. O.**

3. How can one analyze the external environment ? Describe the process of analyzing the external environment.
4. Explain the concept of scenario planning giving examples.
5. Write short notes on the following :
  - (a) Critical success factors
  - (b) Cost leadership
6. Explain the concept of differentiation strategy and its different types. Support your answer with suitable examples.
7. How can 'Harvest Strategy' become a competitive strategy for declining industries ? Explain.
8. Describe the Katz Model-Skills of an effective manager with respect to corporate culture.