

Total No. of Questions – 10]
(2022)

[Total Pages : 2

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M.B.A. Examination
STRATEGIC ANALYSIS
Paper-301
(Semester-III)

Time : Three Hours]

[Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each Unit. All questions carry equal marks.

UNIT-I

1. Differentiate between Policy and Strategic Management which Perspectives have helped in development of the strategic management discipline?
2. What is SWOT analysis? Discuss its relevance to business decision-making.

UNIT-II

3. Explain the concept of competitive advantage, and how to sustain it?

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4. Discuss the important steps involved in strategic management process.

UNIT-III

5. What do you mean by business environment? Explain the Internal environmental Factors the affects business.
6. Much of business environment today is dynamic in nature. What does it mean for the latter go about scanning the environment?

UNIT-IV

7. What is the objective of identification of strategic alternatives?
8. What is grand strategy? Explain Major Strategy options?

UNIT-V

9. Identify and explain recent Economic, Social, Political and technological trends that significantly affects Indian Banks.
 10. With the help of few examples illustrate weakness create synergistic effects.
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