

MBA in DM Sem.-3 (Rep.) Examination**DM-302****CSM****Time : 2-30 Hours]****December-2024****[Max. Marks : 70**

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No. **2, 3, 4** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 Discuss Michale Porter's five forces model in detail (14)

Q:2 What is a strategic thinking and how it differs from strategic planning? (14)

OR

Q:2 What is environmental scanning? What is a primary purpose behind environmental scanning? Explain the six-step process for environmental scanning. (14)

Q:3 What is Balance Score Card approach? What are the advantages and disadvantages of Balance Score Card? (14)

OR

Q:3 Explain McKinsey's 7s model. What are the soft s and Hard s in McKinsey's model? (14)

Q:4 Discuss the barriers and issues in strategy implementation (14)

OR

Q:4 What are critical success factors? Explain critical success factor hierarchy from vision to action. (14)

Q:5 Discuss VRIO Framework in detail (14)

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