

MBA in DM Sem.-2 (Rep.) Examination**DM-208****B. P. S. M.****May-2025****Time : 2-30 Hours]****[Max. Marks : 70**

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- Q.1 Explain the steps involved in the Strategic Management process. (14)
- Q.2 What is Corporate Planning? Explain the planning process in detail, highlighting the types of planning and their importance in strategy formulation. (14)
- Or
- Q.2 Explain the importance of developing programmes and action plans for successful strategy implementation. (14)
- Q.3 What is McKinsey's 7S Framework? Explain its components and how they help in strategy implementation. (14)
- Or
- Q.3 What are Core Competencies? How do they influence strategic choice and organizational success? (14)
- Q.4 Explain SWOT Analysis in detail. How can it be used effectively in strategy formulation? (14)
- Or
- Q.4 Explain the resource-based approach to internal scanning. How does it differ from the value chain approach? (14)
- Q.5 How does market growth rate and relative market share determine positioning in the BCG Matrix? What are the limitations of this BCG Matrix? (14)
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