



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management
Course: Strategic Management
Semester: Semester V

Max Marks: 40

Program: BBA IB
Course Code: MGT 305
Duration (mins) : 90 Mins.

Note:- Figures to the right indicates marks allotted to each question.

1. Explain GE Nine cell Model. What are the advantages of GE Nine cell Model over BCG Matrix? (10 Marks)
2. Explain in detail Porter's Five Force Model of Competition with a block diagram. (10 Marks)
3. Define diversification as a strategy. Explain its different types. (10 Marks)
4. a) Write Short Notes on any two of the following:- (5 Marks)
 - i) Mintzberg's 5 Ps strategy
 - ii) Swot Analysis
 - iii) VIRO Framework
 - iv) TQM
- b) Explain in detail McKinsey's 7 S framework with the help of relevant examples. (5 Marks)

*****BEST OF LUCK*****