



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April/May 2019)

School: SOM-ICRI

Program: MBA Aviation Management

Course: Strategic Management

Course Code: MGT 517

Semester: II

Max Marks: 50

Duration (mins): 150min

Note: 1. Figures to the right indicate FULL MARKS.

Answer any two of the following:

1. Define Strategic Management and Explain Strategic planning Process.(5)
2. Explain Technology and Strategic Advantage.(5)
3. Explain Value Chain Analysis. (5)

Answer any four of the following:

1. Explain strategic models a) BCG Matrix and b) GE Nine Cell Matrix.(10)
2. Explain various types of a) Offensive Strategies and b) Defensive Strategies. (10)
3. Define SAP and explain various factors affecting Business. (10)
4. Explain Porter's Generic Strategies and 5 forces Model. (10)
5. Define strategic control and explain Balanced Scorecard in detail. (10)

*****ALL THE BEST*****