



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: MBA (Fin)

Course: Strategic Management

Course Code: MGT 517

Semester: 3

Max Marks: 50

Duration (mins): 120 mins

Section (A)

Attempt any 3 questions

(3*10 = 30 marks)

Q.1 Explain Porter's five forces Model in detail?

Q.2 Describe various Generic strategies?

Q.3 Explain McKinsey's 7s framework?

Q.4 Explain various Retrenchment strategies?

Q.5 Explain various Merger, Acquisition and Takeover strategies?

Q.6 Describe various Grand strategies?

Section (B)

Write Short notes (Any 4)

(4*5 = 20 marks)

1. BCG Matrix
2. GE Nine cell matrix
3. Organization Structures
4. Value Chain Analysis
5. Total Quality Management
6. Benchmarking