



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: MBA (DMEC)

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