



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: MBA (BIS/MaC/SM)

Course: Strategic Management

Course Code: MGT701

Semester: III

Max Marks: 50

Duration (mins): 120

Note: All Questions are compulsory. All Questions carry equal Marks.

1. What are the differences between the general environment and the industry environment? Why it is important for a manager to understand the differences?
2. What is value chain analysis? What does the firm gain when it successfully uses this tool?
3. What is the relationship between a firm's customers and its business level strategy in terms of who, what and how? Why is this relationship important?
4. Define: (i) Strategy (ii) Strategic Competitiveness (iii) Competitive Advantage
5. What is the difference between the BCG Matrix and the GE 9 Cell Model?

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