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MMPC-012

**MASTER OF BUSINESS
ADMINISTRATION/MASTER
OF BUSINESS ADMINISTRATION
IN BANKING AND FINANCE
(MBA/MBF)**

Term-End Examination

December, 2024

MMPC-012 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. Describe the role of strategic management in achieving organizational goals. Explain with the help of examples.

2. Evaluate the contribution of environmental analysis in strategic decision-making. Discuss.
3. How is a strategic plan formulated ? Explain with the help of examples.
4. Does Strategic Management differ in various sectors ? Elucidate with respect to Automobile and Pharmaceutical Sectors.
5. What are the challenges that an organization faces while implementing strategic plans ? Discuss.
6. Write short notes on the following :
 - (a) Stability Strategy
 - (b) Turnaround Strategy

7. What do you understand by Balanced Score Card (BSC) ? Explain as to how it is helpful to the organizations.
8. Describe the concept of scenario planning with the help of examples.

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