

No. of Printed Pages : 3

MMPC-012

**MASTER OF BUSINESS
MANAGEMENT/MBA (HEALTH
CARE AND HOSPITAL
MANAGEMENT) /
MBA (LOGISTICS AND SUPPLY
CHAIN MANAGEMENT)/
MBA (CONSTRUCTION
MANAGEMENT)
(MBA/MBAHCHM)**

Term-End Examination

June, 2025

MMPC-012 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. What do you mean by 'strategy' ? Discuss the features of strategy with examples.
2. Write short notes on the following :
 - (a) Core values
 - (b) Strategic intent
3. Explain various modes of entry in global markets with examples.
4. Briefly summarize, what you understand by the general environment and its relevance for business.
5. Explain the concept of 'Resource Based View' of strategic management. Further, discuss the relationship among resources, capabilities and competitive advantage.

6. What is the role of cost in business growth ?

Explain Porter's 'cost leadership' with respect to generic strategies.

7. What is competitive strategy ? Discuss dimension for formulation of competitive strategy with illustrations.

8. What is diversification strategy ? Explain the alternative routes to diversification.

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