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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.

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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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