

No. of Printed Pages : 3

MMPC-017

**MASTER OF BUSINESS
ADMINISTRATION/MASTER OF
BUSINESS ADMINISTRATION (BANKING
AND FINANCE) (MBA/MBF)
Term-End Examination
December, 2025**

**MMPC-017 : ADVANCED STRATEGIC
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

B-1182/MMPC-017

P. T. O.

1. Explain in what ways businesses efficiently handle their dynamic capacities to consistently adjust and react to evolving market circumstances.
2. How do businesses handle the challenges of revenue management and strategic pricing to increase market share and profitability ? Discuss.
3. Evaluate the ways in which businesses strike a balance between the demands of short-term performance and long-term strategic sustainability using growth strategies.
4. Explain the concept of e-Business and describe the steps used in implementing the e-Business plan.

5. Explain the different steps involved in a Knowledge Management Framework.
6. What are the most important factors for businesses to think about when broadening their product and service offerings or entering new markets ? Discuss.
7. Describe the features of technology package that can be used in implementing strategic management.
8. “Governments in most of the countries do restrict or support international trade or transfer of resources to foreign countries.” Elaborate on the statement.

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