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MMPC-017

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

Term-End Examination

June, 2025

**MMPC-017 : ADVANCED STRATEGIC
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. How can businesses operating in dynamic environment recognize and rank strategic opportunities ? Explain giving examples.

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2. How does scenario planning assist businesses in navigating uncertainty ? What part does it play in strategic management ? Discuss.
3. Can business successfully include CSR and sustainability into their strategic management procedures ? Justify giving examples.
4. What are the main obstacles to managing partnerships and strategic alliances, and how can businesses get past them ? Discuss.
5. How can businesses use innovation and technology to their advantage to obtain a competitive edge in the market ? Explain with the help of examples.
6. Discuss the impact of globalization on strategic management. What are the approaches that business can adopt to remain competitive in an increasingly competitive marketplace ?

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7. In order to remain relevant in dynamic markets, how should businesses handle strategic change and transformation ?
Elucidate with the help of examples.
8. In order to improve performance, how do businesses match their organizational culture and structure to their strategic goals ? Discuss.

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