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**GIET UNIVERSITY, GUNUPUR - 765022**  
**M. B. A (Third Semester) Examinations, January - 2024**  
**21MBAPC23001 - Strategic Management**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

**PART – A****(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What is turnaround?	CO1	K1
b. What is competitive advantage?	CO1	K1
c. Define Vision.	CO2	K2
d. Define strategic management.	CO2	K2
e. What is market commonality?	CO3	K1
f. What is intensive strategy?	CO3	K1
g. Explain market growth with an example.	CO4	K2
h. What is a strategic intent?	CO4	K1
i. How strategic decisions are different from strategic management?	CO5	K2
j. What is a SBU?	CO5	K1

**PART – B****(8 x 5 = 40 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Explain strategic decision making.	8	CO1	K2
(OR)			
b. Explain the basic model of strategic management.	8	CO1	K2
3.a. Elaborate on the evolution of strategic management.	8	CO2	K2
(OR)			
b. Elaborate PEST analysis.	8	CO2	K2
4.a. Elaborate BCG matrix.	8	CO3	K3
(OR)			
b. Explain business level strategies with examples.	8	CO3	K3
5.a. Place the products of Pepsi on BCG matrix.	8	CO4	K4
(OR)			

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|---|---|-----|----|
| b. Diversification VS Defensive strategy. | 8 | CO4 | K3 |
| 6.a. Explain Competitor Analysis          | 8 | CO5 | K3 |
| (OR)                                      |   |     |    |
| b. Explain the grand strategy.            | 8 | CO5 | K3 |

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