

Day & Date	Semester	Subject Name	Time	Code	Marks
Friday 13/04/2018	I (Fresh/ Repeater)	Strategic Management	11.00 AM To 02.00 PM	100002	100

**Instructions: 1) Attempt any five questions.  
2) All questions carry 20 marks.**

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- Q.1** Define strategy. Explain the structure of Strategic Business Unit (SBU) **20**
- Q.2** Explain the various components of environment and state its effects on business organizations. **20**
- Q.3** Discuss in detail joint venture as a strategic choice of business organization. **20**
- Q.4** Discuss Michael Porter's five force model in detail. **20**
- Q.5** Explain the various operations production strategies of business organization. **20**
- Q.6** Explain in detail diversification as a strategic choice of business organization. **20**
- Q.5 Write short noted on any two** **20**
- a) Mergers and Acquisition strategy
  - b) Marketing strategy
  - c) Vision and Mission
  - d) Lench of strategy