

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao - Goa
SYBBA, Semester III, Semester End Assessment October 2017
Strategic Management

Duration: 2 Hours

Max. Marks: 30

- Instructions:
1. All questions are compulsory.
 2. Figures to the right indicate maximum marks.
 3. Start each question on a fresh page.

Q1. Write short notes on any 4 of the following: (2.5x4= 10 marks)

- a) Mission Statement
- b) Stakeholders in business
- c) Strategic Management
- d) Key Success Factors
- e) GE nine Cell Model

Q2. A. Explain Porter's five forces model of competition analysis. (5 marks)

B. Objectives of business organization to be successful should possess certain qualities'. What are important guidelines for ideal objectives? (5 marks)

OR

X. Explain SWOT analysis of the business organization. (5 marks)

Y. State and explain any five Mintzberg's 10 School of Thoughts for Strategy Formulation. (5 marks)

Q3. A. Explain Macro-environment and Micro-environment of business. (10 marks)

OR

X. Explain Mc Kinsey's 7s Framework with model diagram. (10 marks)