

1056  
Master of Business Economics  
Fourth Semester  
MBE-7202: Strategic Management

Time allowed: 3 Hours

Max. Marks: 80

**NOTE** Attempt five questions in all, selecting one question from each Unit.

x-x-x

**UNIT – I**

- I. Define Strategic Management. What are the Characteristics of Strategic Management? Also Explain McKinney's 7s Framework. (16)
- II. Write notes on:-
  - a) Strategic Analysis
  - b) Internal Resource Analysis (8,8)

**UNIT – II**

- III. Discuss in detail GAP Analysis. (16)
- IV. Explain the following:-
  - a) Guidelines for crafting successful strategies
  - b) GE 9 Cell Model (8,8)

**UNIT – III**

- V. What is meant by Strategy Implementation? Also explain issues involved in strategy implementation. (16)
- VI. Discuss in detail Personnel Plans and Policies. (16)

**UNIT – IV**

- VII. What is meant by Measurement of Performance? Also explain the role of Organizational Systems in Evaluation of Performance. (16)
- VIII. Write notes on:-
  - a) Importance of Strategy Evaluation
  - b) Turnaround Strategy (8,8)

**UNIT – V**

- IX. Write a detailed note on Key success factors in E-Commerce. (16)
- X. Explain the following:-
  - a) Strategies for Internet Economy
  - b) E-Commerce Business Model (8,8)

x-x-x