

Integrated B.E (Chemical) MBA- (5th Year)-10th Semester
Strategic Management
MST-June, 2021 (1st Periodical)

Time allowed: 1 hour

Max. Marks: 25

Attempt 3 questions in all, Question 1 is compulsory.

Q1. Explain Competitive Advantage Model. How can a Company achieve Competitive Advantage? **(5 Marks)**

Q2. What is Strategic Management? Explain the Strategic Management Process in detail. Give Example. **(10 Marks)**

Q 3. What is Strategy Formulation? Explain different Business Level Strategies with the help of examples. **(10 Marks)**

Q4. Explain the following with the help of Examples. **(10 Marks)**

1. Growth Strategies
2. Stability Strategies