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Paper Code :DMC-217

Roll No.

MBA-10

2nd Year Examination, Academic Batch 2018

Strategic Management

&

Entrepreneurship Development

Time : 3 Hours]

[Max. Marks : 100

Note. (A) Attempt any **five** questions. (B) Each question carries equal marks. (20*5)

(Strategic Management)

Q.1 Explain environmental threat and opportunity profile(ETOP) and organizational capability profile(OCP).

Q.2 Discuss strategic planning in small businesses.

Q.3 Discuss Boston Consulting Group(BCG) growth share matrix.

Q.4 What is Strategic information system? What are the different advantages of SIS?

(Entrepreneurship Development)

Q.5 Explain the functions of entrepreneurs. Explain classification of entrepreneurs.

Q.6 If you were establishing a new product and service development process in an organization what methods would you suggest to encourage staff to identify new ideas?

Q.7 Write note on the following:

- a) Idea generation
- b) Project selection
- c) Identification of Opportunity
- d) Feasibility Study

Q.8 What do you mean by SSI? Enumerate the objectives of SSI. List out the characteristics of SSI