

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[2]

Roll No

MAM-701
MAM/MBA (Dual Degree/Integrated Course),
VII Semester
Examination, November 2018
Strategic Management

Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any five questions.
ii) All questions carry equal marks.

1. What is Strategic Management? Define its components.
2. Write a note on process of strategic management.
3. Write a note on any two:
 - a) Merger
 - b) Acquisition
 - c) Joint ventures
4. Give a overview on functional policies in brief.
5. What is product life cycle? Explain.

6. What is capital budgeting? Explain.
7. What is product positioning? Discuss various positioning strategies in detail.
8. What is SWOT Analysis? Discuss.
