

Total No. of Questions : 8]

[Total No. of Printed Pages : 1

Roll No

MAM-701
Master of Applied Management (Dual Degree), VII Semester
Examination, December 2017
Strategic Management

Time : Three Hours

Maximum Marks : 70

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

- | | |
|--|----|
| 1. Define strategic management? its importance and Nature. | 14 |
| 2. Write short note on: | |
| a) Investor analysis | 7 |
| b) Organizational mission | 7 |
| 3. Explain SWOT analysis in detail. | 14 |
| 4. Explain diversification strategy? Explain Backward and forward integration. | 14 |
| 5. How external growth strategy is decided. Also write about merger acquisition and joint venture. | 14 |
| 6. Explain product life cycle? Also explain promotional policies. | 14 |
| 7. Write short note on: http://www.rgpvonline.com | |
| a) Settlement of disputes | 7 |
| b) Dividend policy | 7 |
| 8. Write short note on: | |
| a) Production policies | 7 |
| b) Purchase policies | 7 |

406