

**University Institute of Applied Management Sciences  
Panjab University, Chandigarh**

**End Semester Examinations- MBA (All Sectoral Branches) –IV Sem-Sept, 2020**

**Important Instructions:**

- 1) Please download the Question Paper immediately on receipt of the same.
- 2) Mark your attendance online After Receiving the Question Paper
- 3) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet
- 4) Maximum Number of pages in Answer Sheet are 16.
- 5) Timing of Examinations are 10 am to 12 noon
- 6) Attempt ANY THREE Questions. ALL Questions carry Equal Marks
- 7) Give relevant example as per your Sectoral Area of Study/Functional Area
- 8) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 9) Email the scanned copy of the Answer Sheet (Maximum 16 pages) at [uiamsexam@pu.ac.in](mailto:uiamsexam@pu.ac.in)

<b>MBA (Sectoral) 4<sup>th</sup> Semester Term End Examinations (All Sectoral Branches), September-2020</b>	
<b>MBA-RM/BI/IT/IM/PM/HM-4001</b>	<b>Strategic Management</b>
<b>Maximum Marks: 50</b>	<b>Time: 2 hours</b>
Note: (i) Question Paper contains Six Questions  (ii) All Questions Carry Equal Marks  (iii) Students are required to attempt <b>ANY THREE QUESTIONS</b>  (iv) Candidates are instructed to give <i>Suitable illustrations from their sectoral area of specialization in support of their answer</i>	
<b>Questions</b>	
Q1) What is strategic management? Describe the phases of strategic management.	
Q2) Explain the concepts of strategic groups and hyper competition with suitable examples	
Q3) What are retrenchment strategies? Explain the different types of retrenchment strategies.	
Q4) What are cooperative strategies? What is the use of cooperative strategies in a highly competitive business world?	
Q5) Explain the concepts of cost leadership and differentiation.	
Q6) What do you mean by strategic evaluation and control? Explain the different types of control.	

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