

Total No. of Questions: 9

Seat No.:

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : WINTER: 2025

SUBJECT: QUALITY MANAGEMENT

Day : Saturday

Date : 06/12/2025

W-25982-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- | | | |
|------|---|------------------------------|
| Q. 1 | Define Quality and explain its objectives. Also differentiate between Types of Quality with examples. | CO1 BT1 (7) |
| Q. 2 | Explain the relationship between Quality and Financial Performance. How does quality assurance differ from inspection? | CO2 BT2 (7) |
| Q. 3 | What are Control Charts? Construct a basic X and R chart format and explain how they help in quality monitoring. | CO3 BT1 (7) |
| Q. 4 | Explain the principle of Acceptance Sampling. What are Producer's Risk and Consumer's Risk? | CO2 BT2 (7) |
| Q. 5 | Explain Kano's Model of Customer Satisfaction. How does it help in understanding customer needs? | CO5 BT2 (7) |
| Q. 6 | Attempt ANY TWO of the following: (Short Notes)
a) Dimensions of Quality
b) ISO 9000:2000 Quality System
c) Kaizen | (3.5x2)
CO1
CO2
CO3 |

SECTION - II

- | | | |
|------|--|--------------|
| Q. 7 | A manufacturing company notices that in the last three months, customer complaints related to product defects have increased. The quality manager decides to implement Statistical Quality Control.
a. Suggest which control charts (variable and attribute) should be used and justify why.
b. Explain how these charts will support management in decision-making. | CO3 BT3 (12) |
| Q. 8 | A textile firm must choose between a Single Sampling Plan and a Double Sampling Plan for an incoming cotton batch. The firm wants to minimize inspection cost while keeping defect rates low.
a. Compare the two plans for this situation.
b. Recommend the best plan with justification using producer's and consumer's risk. | CO5 BT1 (10) |

- Q. 9 A global electronics brand aims to enhance customer satisfaction using the ACSI model and Customer-Driven Quality Cycle. CO3 BT6 (10)
- a. Apply the ACSI model to suggest measurable parameters for improvement.
 - b. Develop a customer-driven quality cycle for the brand.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : WINTER: 2025

SUBJECT: BUSINESS PROCESS REENGINEERING

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 08/12/2025

W-25983-2025

Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- | | | |
|------|---|-------------|
| Q. 1 | Define a Business Process. Explain its key dimensions with examples. | CO1 BT1 (7) |
| Q. 2 | Explain the evolution of Business Process Reengineering (BPR) and list its key guiding principles. | CO1 BT2 (7) |
| Q. 3 | Describe the role of Information Technology as an enabler in Business Process Reengineering. | CO2 BT1 (7) |
| Q. 4 | Explain the various tools and techniques used in BPR with suitable examples. | CO3 BT2 (7) |
| Q. 5 | Discuss the necessary attributes and team characteristics required for successful BPR implementation. | CO4 BT2 (7) |
| Q. 6 | Attempt ANY TWO of the following: (Short Notes) | (3.5x2) |
| | a) Breakthrough Reengineering Model | CO1 BT6 |
| | b) JIT (Just in Time) as a BPR enabler | CO2 |
| | c) Factors leading to organizational resistance to BPR | CO6 |

SECTION - II

- | | | |
|------|---|--------------|
| Q. 7 | A medium-sized manufacturing company faces delays in order processing due to redundant approvals and manual workflows. As a consultant, propose a Business Process Redesign plan that eliminates inefficiencies. Explain the current process and proposed process, roles involved, and expected performance improvements. | CO1 BT3 (12) |
| Q. 8 | A retail organization wants to shift from manual inventory checks to a fully automated Barcode combined with ERP integrated system. Explain how IT can enable BPR in this scenario, and list measurable improvements expected after implementation. | CO3 BT1 (10) |

- Q. 9 A company attempted BPR but failed. Analysis shows poor leadership, lack of employee training, and resistance to change. CO6 BT6 (10)
Identify the critical failure factors and propose a framework to manage such barriers in future reengineering projects.

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081225-m-iom-kolhapur

Total No. of Questions: 9

Seat No.:

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : WINTER: 2025

SUBJECT: EXPORT IMPORT POLICIES, PROCEDURES & DOCUMENTATION

Day : Friday

Date : 05/12/2025

W-25979-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- | | | |
|------|--|---------|
| Q. 1 | Define the term International Business. Discuss the Scope of International Business. | (7) |
| Q. 2 | Briefly explain the important Acts for International Trade that governs specific trade activities. | (7) |
| Q. 3 | Enlist and Describe the Insurance and Transport Documents required in Export/Import of goods. | (7) |
| Q. 4 | What is Open Account Method? Discuss the process/functioning of this method along with its advantages and disadvantages. | (7) |
| Q. 5 | What is the meaning of International Logistics? Interpret the objectives of International Trade Logistics. | (7) |
| Q. 6 | Attempt ANY TWO of the following: (Short Notes)
a) Importance of Exports
b) World's Foreign Trade Composition
c) Ports in India | (3.5x2) |

SECTION - II

- | | | |
|------|--|------|
| Q. 7 | What is a Container? Discuss the different types of containers. | (12) |
| Q. 8 | Identify and explain the documents required for Custom Clearance of export/import of goods. | (10) |
| Q. 9 | Define Documentary Credit/Letter of Credit. Discuss the Mechanism of Letter of Credit with the help of suitable diagram. | (10) |

Total No. of Questions: 9

Seat No.:

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER: 2025
SUBJECT: REGULATORY ASPECTS OF INTERNATIONAL BUSINESS

Day : Thursday
Date : 04/12/2025

W-25978-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- | | |
|--|-------------|
| Q. 1 Define Cross-border Trade. Describe the nature of Cross-border Trade. | CO1 BT1 (7) |
| Q. 2 Analyze the role of International Organizations such as World Trade Organization (WTO) in shaping the legal framework for cross-border trade. | CO1 BT4 (7) |
| Q. 3 What are the functions of Bank for International Settlements (BIS)? | CO1 BT1 (7) |
| Q. 4 Discuss the key features of Breton Woods Agreements. | CO1 BT2 (7) |
| Q. 5 What are the provisions of Foreign Exchange Management Act (FEMA) 1999? | CO2 BT1 (7) |
| Q. 6 Attempt ANY TWO of the following: (Short Notes) | (3.5x2) |
| a) Conflict of Laws | CO2 |
| b) Basel Accords | CO2 |
| c) World Transfer Pricing | CO1 BT3 |

SECTION - II

- | | |
|---|--------------|
| Q. 7 What is Herstatt Bank Crisis? Analyze the lessons learned from Herstatt Bank Crisis. | CO1 BT1 (12) |
| Q. 8 Define the term Sale of Goods Act. Discuss the features of Sale of Goods Act. | CO2 BT1 (10) |
| Q. 9 What is a Currency Board? Discuss the functions of a Currency Board. | CO2 BT1 (10) |

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : WINTER: 2025

SUBJECT: LABOUR LAWS-I

Day : Wednesday

Date : 03/12/2025

W-25985-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- Q. 1 Describe in detail the concept of Industrial Jurisprudence. (7)
- Q. 2 Who is an 'Inspector'? Explain his powers with respect to, The Factories Act, 1948. (7)
- Q. 3 Enumerate the authorized deductions from the wages of an employed person under, the Payment of Wages Act, 1936. (7)
- Q. 4 Explain the provisions of, The Employee Provident Fund, Miscellaneous provisions Act, 1952. (7)
- Q. 5 Explain the provisions under The Payment of Bonus Act, 1965. (7)
- Q. 6 Attempt ANY TWO of the following: (Short Notes) (3.5x2)
- a) Natural Justice
 - b) Minimum wages
 - c) Safety provisions under The Factories Act, 1948.

SECTION - II

- Q. 7 Prepare a detailed note on 'The Workmen Compensation Act, 1923. (12)
- Q. 8 Discuss the role of ILO in promoting social security and enactment of Labour welfare in the industries. (10)
- Q. 9 Prepare a detail note on, The Employee's State Insurance Act, 1948. (10)

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Total No. of Questions: 9

Seat No.:

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : WINTER: 2025

SUBJECT: HUMAN RESOURCE PLANNING & DEVELOPMENT

Day : Tuesday

Date : 02/12/2025

W-25984-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- Q. 1 Define HR Planning. Explain Objectives of HR Planning. (7)
- Q. 2 Compare and contrast staffing table with replacement charts used for supply forecasting. (7)
- Q. 3 Define recruitment. Explain in details the process of recruitment and selection. (7)
- Q. 4 How would you differentiate training from development? Enlist the various methods of training. (7)
- Q. 5 What is training need analysis? Explain in details process of training need analysis. (7)
- Q. 6 Attempt ANY TWO of the following: (Short Notes) (3.5x2)
- a) Job analysis.
 - b) Succession planning.
 - c) Objectives of training.

SECTION - II

- Q. 7 Effective career development policies are valuable to business and organization. Discuss the benefits of the same for employees and organization. (12)
- Q. 8 Training Need Analysis is important Function in training process. Comment. (10)
- Q. 9 "Training designs plays important role in success of training" Justify the statement. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : WINTER: 2025

SUBJECT: MANAGEMENT OF FINANCIAL SERVICES

Day : Monday
Date : 01/12/2025

W-25981-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N. B. ;

- 1) Section – I Attempt **ANY FOUR** questions. Each question carries **07** marks.
- 2) Section – II Question 7 is **COMPULSORY**, it carries **12** marks. Attempt **ANY ONE** question from rest of the **TWO** questions in Section II, it carries **10** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO), and (iii) Blooms Taxonomy level (BL).

SECTION – I

28 Marks

			CO	BL
			CO1	BL1
Q.1	Define Indian Financial System. List the major components of the Indian Financial System	(07)		
Q.2	Define Merchant Banking. Explain the services rendered by Merchant Bankers.	(07)	CO2, CO4	BL2
Q.3	Explain the functions of Credit Rating Agencies in India with reference to CRISIL, ICRA, and CARE.	(07)	CO1, CO2	BL3
Q.4	What are the functions of RBI and NABARD? Explain any two roles of these institutions in rural credit development.	(07)	CO3	BL1
Q.5	An investor wants to invest safely and also contribute to the growth of companies. Which types of mutual funds would you suggest for this investor?	(07)	CO2	BL3
Q.6	Write short notes on any TWO:	(07)		
a)	Book Building		CO1	BL2
b)	Securitisation		CO2	BL2
c)	Hire Purchase		CO1	BL2

SECTION – II

22 Marks

Q.7	Analyze how Venture Capital promotes entrepreneurship in India. Explain its impact on start-ups and economic growth with examples.	(12)	CO3	BL4
Q.8	Evaluate the role of SHGs and NGOs in promoting microfinance in India.	(10)	CO2, CO4	BL5
Q.9	Design a financial service model or framework that can improve financial inclusion and economic development in rural areas. Justify your design with suitable features and examples	(10)	CO2, CO4	BL6

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER: 2025
SUBJECT: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

Day : Saturday
Date : 29/11/2025

W-25980-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- Q. 1 What do you mean by Investment? Explain the process of Investment. Suggest any two investment avenues available in India for retirement planning. (7)
- Q. 2 Define meaning of Mutual Fund. Discuss any three Mutual Fund Schemes available in India. (7)
- Q. 3 Discuss the concept of Technical Analysis. Discuss any three Technical Charts with suitable examples. (7)
- Q. 4 Elaborate the concept and forms of Efficient Market Hypothesis. (7)
- Q. 5 Discuss the concept of Fundamental Analysis with suitable examples. (7)
- Q. 6 Attempt ANY TWO of the following: (Short Notes) (3.5x2)
- a) Efficient Frontier
 - b) Current Scenario of Investment in India
 - c) Forward Derivative

SECTION - II

Q. 7 The returns of two Assets under four possible states of nature are given below-

(12)

State of Nature	Probability of Occurrence	Return on Asset 1(%)	Return on Asset 2 (%)
1	0.1	22	18
2	0.2	-5	10
3	0.3	15	12
4	0.4	18	14

- What is the standard deviation of the returns on Asset 1 and Asset 2?
- What is the covariance between the returns on Asset 1 and Asset 2?
- What is the coefficient of correlation between the returns on Assets 1 and 2?
- If the proportion of Asset 1 is 0.30 and remaining for Asset 2, calculate the portfolio risk and return.

Q. 8 Total return from the stock Onkar and Stock Raina over seven years period are as follows.

(10)

Year	Total Return Onkar (%)	Total Return Raina (%)
1	-6	13
2	10	12
3	12	10
4	12	11
5	13	8
6	14	-7
7	15	9

Calculate the Average rate of return, standard deviation, and variance for all stocks and make suggestions for the investment. Discuss in brief concept of risk and return.

Q. 9 Mrs. Lakshmi is planning to invest her wealth in Equity. Discuss any three Equity Management Strategies with suitable examples.

(10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : WINTER: 2025

SUBJECT: CONSUMER BEHAVIOUR

Day : Friday

Date : 28/11/2025

W-25976-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section-I - Attempt ANY FOUR questions. Each question carries 07 marks.
4. Section-II Questions 7 is COMPULSORY, it carries 12 marks. Attempt ANY ONE question from rest of the TWO questions in Section-II, it carries 10 marks.

SECTION - I

- | | | |
|------|--|---------|
| Q. 1 | Define Consumer Behaviour ? Explain why consumer behavior is so important in marketing | (7) |
| Q. 2 | Describe different consumer buying Roles in inducing Consumer buying | (7) |
| Q. 3 | Describe how motivation and involvement, individual determinants affects on consumer buying decision | (7) |
| Q. 4 | What is diffusion of Innovation ? Explain it in detail | (7) |
| Q. 5 | Describe various steps involved in Consumer Research Process | (7) |
| Q. 6 | Attempt ANY TWO of the following: (Short Notes) | (3.5x2) |
| | a) Engil Blackwel Model | |
| | b) Organizational Decision making-Process | |
| | c) Nicosia Model | |

SECTION - II

- | | | |
|------|--|------|
| Q. 7 | What are the major social and cultural issues in launching packed food and snacks in developing Countries | (12) |
| Q. 8 | Discuss the types of product that resolve specific problem that occur for most consumers at different stages of their household lifecycle, assume any product of daily usage | (10) |
| Q. 9 | How could the store atmosphere at the following be improved | (10) |
| | a. Bank Near campus | |
| | Book store near campus | |

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : WINTER: 2025

SUBJECT: SERVICES MARKETING

Day : Thursday
Date : 27/11/2025

W-25977-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- | | | |
|------|---|---------|
| Q. 1 | Analyse the factors responsible for the rapid growth of the service sector in India. | (7) |
| Q. 2 | Which are the different pricing strategies used by service providers? Give appropriate examples. | (7) |
| Q. 3 | Explain how Service Blueprint and its components are useful in managing services as a process and system. | (7) |
| Q. 4 | What is Service Recovery? Explain its significance in managing the services. | (7) |
| Q. 5 | Illustrate the Gaps Model of Service Quality and its implications for service organizations. | (7) |
| Q. 6 | Attempt ANY TWO of the following: (Short Notes)
a) Strategic demand management in Services.
b) Characteristics of services
c) Importance of physical evidence in services. | (3.5x2) |

SECTION - II

- | | | |
|------|---|------|
| Q. 7 | As the Operations Manager of a leading fast-food chain, design a Service Blueprint for improving customer experience and operational efficiency. Highlight the components and steps involved in developing the blueprint. | (12) |
| Q. 8 | A theme park receives complaints about long waiting times for rides during weekends. As the Service Experience Manager, suggest queuing management strategies to reduce perceived and actual wait times. Support your answer with justification. | (10) |
| Q. 9 | A leading airlines has noticed a decline in customer satisfaction despite maintaining punctuality and safety standards. As the Customer Experience Manager, use the SERVQUAL Model to analyse possible reasons for dissatisfaction and suggest strategies to enhance passengers' perception of service quality. | (10) |

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER: 2025
SUBJECT: INNOVATION, DESIGN THINKING & ENTREPRENEURSHIP
MANAGEMENT

Day : Wednesday
Date : 26/11/2025

W-25975-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

- NB :**
1. Figures to the right indicate FULL marks.
 2. Answer to both the sections should be written in the SAME answer book.
 3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
 4. Section- I – Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- | | | |
|------|---|---------|
| Q. 1 | Explain entrepreneurial challenges in emerging economies. | (7) |
| Q. 2 | Discuss the sources of innovation. | (7) |
| Q. 3 | What are innovative work environments? How can organizations foster them? | (7) |
| Q. 4 | Discuss any three creativity techniques used in problem solving. | (7) |
| Q. 5 | Compare conventional industry logic with value innovation logic. | (7) |
| Q. 6 | Attempt ANY TWO of the following: (Short Notes)
a) Entrepreneurial Finance
b) Incremental Innovation
c) Six Hat Thinking | (3.5x2) |

SECTION - II

- | | | |
|------|---|------|
| Q. 7 | A healthcare startup is developing a wearable device for monitoring patient health. Suggest strategies for creativity, innovation management, and business pitching to attract investors. | (12) |
| Q. 8 | Evaluate the role of intrapreneurship in achieving sustainable innovation. | (10) |
| Q. 9 | Discuss lean startup principles. How do they reduce risk in entrepreneurship? | (10) |

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Day : Monday

Date : 24/11/2025

W-25974-2025

Time : 10:00 AM-01:00 PM

Max. Marks : 50

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section – II- Question 7 is COMPULSORY, it carries 12 marks. Attempt any ONE question from rest of the TWO questions in Section II, it carries 10 marks.
4. Section-I– Attempt any FOUR questions. Each question carries 07 marks.

SECTION - I

- | | | |
|------|--|-------------|
| Q. 1 | Define Contract. What are essentials of a valid Contract? | CO2 BT1 (7) |
| Q. 2 | Describe in detail about the classification of Negotiable instruments. | CO2 BT1 (7) |
| Q. 3 | Discuss the rights and liabilities of partners. | CO2 BT2 (7) |
| Q. 4 | Differentiate between Memorandum of Association and Articles of Association. | CO2 BT4 (7) |
| Q. 5 | Elaborate the different types of Intellectual Property Rights. | CO2 BT6 (7) |
| Q. 6 | Attempt ANY TWO of the following: (Short Notes) | (3.5x2) |
| | a) Bailment | CO2 |
| | b) Types of Agents | CO2 |
| | c) Arbitral Tribunal | CO2 |

SECTION - II

- | | | |
|------|--|--------------|
| Q. 7 | B buys a car from A relying on A's statement that "the car is brand new," whereas it is actually two years old, but A genuinely didn't know.
Whether it is misrepresentation or fraud? Justify your answer with appropriate reasons and its effect on validity of Contract. | CO2 BT5 (12) |
| Q. 8 | What is Sale and Agreement to Sell? How they differ from each other? | CO2 BT1 (10) |
| Q. 9 | Write a detailed note on Consumer Protection Act 1986. | CO2 BT3 (10) |

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER: 2025
SUBJECT: STRATEGIC MANAGEMENT

Day : Friday
 Date : 21/11/2025

W-25973-2025

Time : 10:00 AM-01:00 PM
 Max. Marks : 50

N.B.

1. Section - I Attempt any **FOUR** questions. Each question carries **07** Marks.
2. Question No. **07** from Section - II is compulsory. It carries **12** marks.
3. And attempt any **ONE** questions from rest of the two questions in Section - II.
 This question carries 10 Marks.
4. Figures to the **RIGHT** indicate **FULL** marks.
5. Answers to both the sections should be written in **SAME** answer book.

SECTION – I

		CO	BL	Marks
Q.1	Define Strategic Management. Explain its nature and scope with examples.	CO1	BL1	07
Q.2	Discuss the importance of Strategic Intent in shaping an organization's Strategy.	CO1	BL2	07
Q.3	Explain Porter's Five Forces Model. How does it help in understanding industry structure?	CO2	BL3	07
Q.4	Explain the types of corporate-level strategies with examples.	CO3	BL4	07
Q.5	Evaluate the role of leadership and culture in strategy implementation.	CO4	BL5	07
	Write short notes on (ANY TWO):			
Q.6	a) Levels of Strategy	CO1		
	b) BCG Matrix	CO2	BL2	07
	c) Functional Level Strategies	CO3		
	d) Types of Strategic Control	CO4		

SECTION – II

		CO	BL	Marks
Q.7	Perform SWOT analysis for any FMCG company and discuss strategic implications.	CO2	BL4	12
Q.8	Analyze how Value Chain Analysis supports strategic decision-making.	CO3	BL5	10
Q.9	What are the major global issues that impact strategic management in multinational companies?	CO4	BL6	10

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