



বিদ্যাসাগর বিশ্ববিদ্যালয়

**VIDYASAGAR UNIVERSITY**

**MBA Examinations 2020**

**Semester IV**

**Subject: Strategic Management**

**Paper Code: MBA- 405**

**Full Marks: 80**

**Time: 3hrs.**

*Candidates are required to give their answers in their own words as far as practicable.*

**Answer any one of the following:**

1. Explain the objectives of strategic management.
2. What are the characteristics of strategic management?
3. Explain BCG Matrix.
4. Discuss the components of strategy formulation.
5. Discuss any one competitive strategy that an organisation can adopt to get competitive edge.
6. Explain Porter's Five Forces Model.
7. Explain expansion, retrenchment and combination Strategies.
8. What are the benefits of corporate restructuring?
9. What are the global entry strategies can be used by a company?
10. How cultural diversity can be managed in a multinational organisation?
11. What do you understand by competitive advantages of nations?
12. Why doing business internationally is more profitable than doing business domestically?