VPM's DR VN BRIMS, Thane

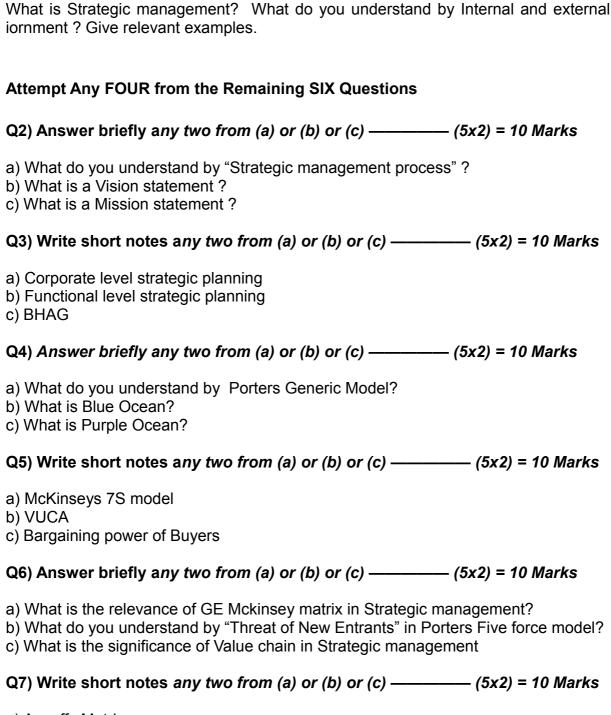
Programme: PGDM (2016-18) PGDM Trimester V Examination December 2017

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Subject	Strategic Management (Common Subject for All)		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	21.12.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

What is Strategic management? What do you understand by Internal and external env-



- a) Ansoffs Matrix
- b) VRIO Model
- c) Turn around strategy