

Seat Number of Candidate: \_\_\_\_\_ MBA++/401/Intback  
University of Pune, Department of Management Sciences (PUMBA),  
MBA++, TRIMESTER – II, 401 BUSINESS POLICIES AND STRATEGIC MANAGEMENT  
Marks: 40 Time: 1.5 Hours  
**Note: Answer any four questions. All questions are compulsory and carry equal marks.**

1. Write note on Porters Five Forces model  
**OR**  
Write note on Mc Kinsey's 7s Framework.
2. What is strategy formulation? What are the types of strategies?
3. Write note on any two:
  - a. Corporate culture
  - b. GE 9 Cell Model
  - c. GAP Analysis
4. What are the essential ingredients of a 'competitive advantage' that firms need to generate? And how does the firm sustain this competitive advantage when its industry becomes hyper-competitive? Explain with examples.
5. Explain the concept of strategic management. What are characteristics of Strategic management?
6. Write note on strategy Implementation and Strategy Evaluation.