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**MN10AFM**

- Q1) **Write answer in brief:-**
- A) Define strategic Management. Explain its characteristics. (8)
- B) Define strategy, Explain various Levels of Strategy with Suitable Diagram? (7)
- OR**
- Q1) Explain process of Strategic Management. (15)
- Q2.A) Explain the elements of internal environment. (8)
- B) What is Micro environment. Explain various element of Micro environment? (7)
- OR**
- Q2) **Write short notes:-**
- A) Economic Environment. (8)
- B) Political Environment. (7)
- Q3.A) Explain Henry Mintzberg three models of Strategy decision making? (7)
- B) Write short note on Tows Matrix (8)
- OR**
- Q3) Illustrate the Boston Consulting Group (BCG) matrix with suitable Diagram. (15)
- Q4) What is stability strategy? Explain the various factors adopting stability strategy? (15)
- OR**
- Q4) What is Diversification Strategy? What are its objectives? (15)