



G.PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY

Venkayapalli, Kurnool - Andhra Pradesh - 518 452

II-MBA, II -Semester, I-MID Examinations, March 2016.

Subject: Strategic Management

Time: 2hrs

Date: 21.03.2016

Max. Marks: 30M

I. Answer the following. Each Question carries Equal Marks.

1. Define strategy. Explain strategic management process?
2. Illustrate five force model.
3. Enumerate market life cycle.

=====ALL THE BEST=====