



Time: 2 ½ hrs.

Marks:75

Note: 1. All questions are compulsory with internal options.**Q.1 (A) Fill in the blanks (Any 8)****(08)**

1. _____ is the long term plan designed to achieve overall objectives of the firm.
a)Policy b)Strategy c)Mission
2. _____ strategy involves turnaround, divestment and liquidation.
a)Retrenchment b)Stable growth c)Growth
3. The _____ is also called as expansion strategy.
a)retrenchment b)growth c)stable growth
4. The _____ environment consists of the larger societal factors that affect the working of a firm.
a)internal b)micro c)macro
5. _____ environment relates to human population with reference to its size, density, literacy rate, etc.
a)Demographic b)Economic c)Political
6. Strengths are the _____ competencies of a firm as compared to its competitors in the areas of production, marketing, finance and personnel.
a)positive b)negative c)neutral
7. _____ deals with the actions and reactions of competing firms within an industry.
a)Life cycle analysis b)Competitor analysis c)Industry analysis
8. The _____ are market leaders and are usually able to generate enough cash to maintain their high market share.
a)question mark b)stars c)cash cows
9. The _____ zone in the GE Business Screen indicates that the company may adopt growth strategy.
a)red b)yellow c)green
10. _____ is a systematic process to evaluate and control the organizational activities.
a)Strategic formulation b)Strategic implementation c)Strategic evaluation

(B) True or False. (Any 7)**(07)**

1. Policies are applicable to all functional areas.
2. Policies encourage disputes in the organization.
3. A mission statement must focus on short - term objectives of the firm.
4. An analysis of financial resources would reveal the level of financial soundness.
5. Spying is narrow in scope as it gathers information only about the competitor and not of the entire environment in which the firm operates.
6. Opportunities are unfavourable situations, which the external environment imposes on the organization.
7. Strategic formulation is not an important process of strategic management.
8. Vertical integration is merger with competitors.
9. The BCG has 3 components.
10. Strategic formulation is also called strategic planning.

Q.2 (A) What is strategy? Explain its features.**(8)****(B) Define strategic management. Explain its features.****(7)****OR****(C) Explain the process of strategic management.****(8)****(D) Describe the levels of strategy.****(7)****Q.3 (A) Write a note on SWOT analysis.****(8)**

(B) Explain internal environment in detail.

(7)

OR

(C) Write a detailed note on any three types of corporate level strategy.

(8)

(D) Write a detailed note on business level strategy.

(7)

Q.4 (A) Explain the tools and techniques for strategic evaluation and control.

(8)

(B) Write a note on the Boston Consulting Group (BCG) matrix

(7)

OR

(C) Write a note on the McKinsey 7 – S framework.

(8)

(D) Write a note on Porters 5 forces.

(7)

Q.5 (A) State the advantages of budgeting.

(8)

(B) Explain the types of synergies.

(7)

OR

Q.5 Write short notes on. (Any Three)

(15)

1. Mission statement.
2. Factors determining business policy
3. Integration
4. Ways to overcome resistance to change
5. Operation strategy

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