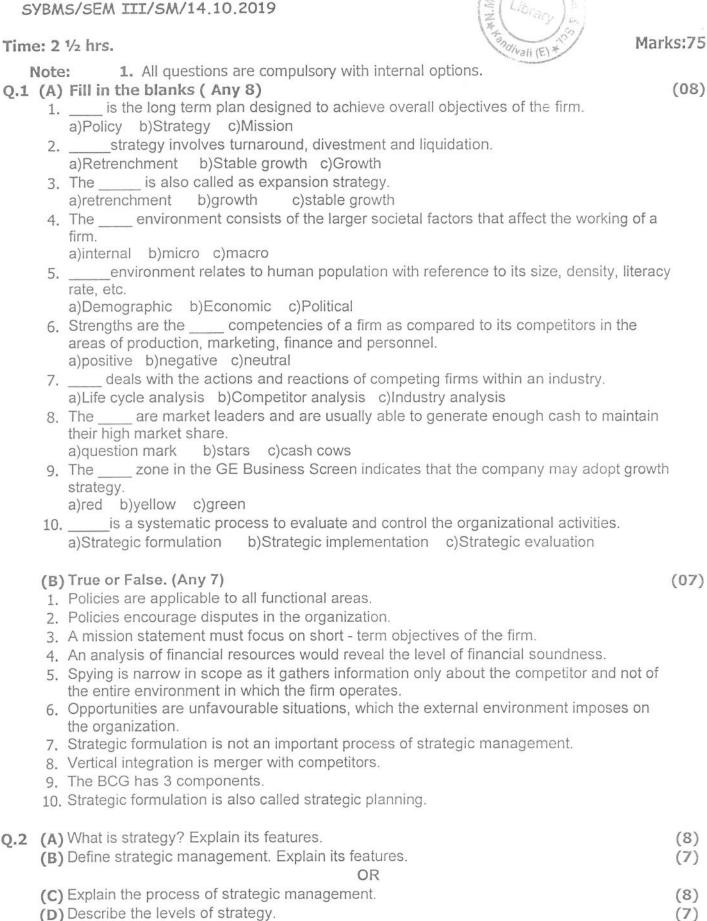
O.3 (A) Write a note on SWOT analysis.



(8)

		(15)	
	(B) Explain internal environment in detail.		(7)
	OR		(0)
	(C) Write a detailed note on any three types of corporate level strategy.(D) Write a detailed note on business level strategy.		(8) (7)
Q.4	(A) Explain the tools and techniques for strategic evaluation and control.(B) Write a note on the Boston Consulting Group (BCG) matrix		(8) (7)
	OR 7 C framework		(8)
	(C) Write a note on the McKinsey 7 – S framework.		(7)
	(D) Write a note on Porters 5 forces.		27 13
Q.5	(A) State the advantages of budgeting.		(8) (7)
	(B) Explain the types of synergies. OR		
Q.5	Write short notes on. (Any Three)		(15)
-	Mission statement.		
	2. Factors determining business policy		
	3. Integration		
	4. Ways to overcome resistance to change		
	Operation strategy		

