

SYBMS/SEM III/EXT/ / Strategic Management

Time: 2 ½ hrs.

Marks:75

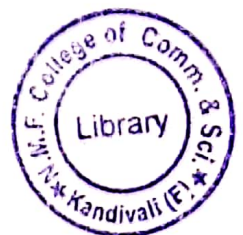
- Note:
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (Attempt any 8) (08)

- (1) _____ means the reason for the organisation to exist.
(a) Mission (b) Vision (c) Strategy (d) Plan
- (2) Turnaround is _____ type of strategy.
(a) retrenchment (b) functional (c) operational (d) growth
- (3) Strategy _____ is the last stage of the strategic management process.
(a) evaluation (b) formulation (c) implementation
- (4) Selling off the assets of the organisation means _____ strategy.
(a) growth (b) liquidation (c) stability (d) integration
- (5) In SBU, S stands for _____.
(a) Strength (b) Strategic (c) Stability (d) Stage
- (6) Strategy is _____ oriented.
(a) future (b) past (c) present (d) current
- (7) What is the characteristic of dogs in the BCG Matrix?
(a) Low market share and low market growth (b) Low market share and high market growth (c) High market share and low market growth (d) High market share and high market growth
- (8) Which is not a part of Porter's 5 forces?
(a) Bargaining power of suppliers (b) Threat of New entrants (c) Bargaining power of customers (d) Financial threat
- (9) Stability, growth, retrenchment are types of which level strategies?
(a) Corporate (b) Business (c) Functional (d) Operational
- (10) Skill is _____ skills in 7S model.
(a) soft (b) hard (c) semi hard (d) semi soft

(B) State whether the following statements are true or false. (Attempt any 7) (07)

- (1) There are six stages of the strategic management process.
- (2) Mission and vision statements are always negative.
- (3) Cost leadership strategy is a type of business level strategy.
- (4) Backward integration is a type of growth strategy.
- (5) Internal environment is uncontrollable in nature.
- (6) Employee is a component of an external environment.
- (7) Analysing the internal environment reveals opportunities and threats.
- (8) Strategies are short term plans.
- (9) Spying is one of the tools of SWOT analysis.
- (10) Technology is a component of the macro environment.



- Q.2 (a) Elaborate the levels of strategy. (08)
 (b) State the essentials of a good plan. (07)
- OR**
- Q.2 (c) Narrate the essentials of the mission statement. (08)
 (d) List down and explain the steps involved in making business objectives. (07)
- Q.3 (a) Explain the importance of environment scanning. (08)
 (b) Write a note on stability strategy. (07)
- OR**
- Q.3 (c) Highlight the essentials of a good turnaround strategy (08)
 (d) Enumerate the various types of environments. (07)
- Q.4 (a) Diagrammatically explain the BCG matrix. (15)
- OR**
- Q.4 (b) Diagrammatically explain the 9 GE Cell Model. (15)
- Q.5 (a) Discuss the steps involved in strategy evaluation and control. (08)
 (b) Bring out the importance of synergy in strategic management. (07)
- OR**
- Q.5 Write short notes on (Attempt any 3) (15)
 (1) Retrenchment strategy
 (2) Steps involved in turnaround strategy
 (3) 7s Model
 (4) Porter's 5 Force Model
 (5) Features of strategic management

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