

Time: 2 Hours

Marks: 60

N.B: 1. All questions are compulsory.

2. Figures to the right indicate full marks

Q. 1. (a) Define strategic management. Discuss the stages of strategic management Process. (15)

(b) Describe the external components of business environment.

OR

(c) Elucidate the operational strategies of an organisation.

(d) Explain the various techniques of scanning business environment.

Q. 2. (a) Explain the Diversification strategy in detail. (15)

(b) Describe the GE Nine Cell Matrix in detail.

OR

(c) Explain the problems in strategy implementation.

(d) Explain the limitations of budgetary control.

Q. 3. (a) What is corporate restructuring? Explain its need for corporate firms. (15)

(b) What is Strategic Alliance? Discuss various types of strategic alliances.

OR

(c) Discuss the role of IT in strategic management.

(d) Explain the strategies of PPP model in India.

Q. 4. A) Select the appropriate option and fill in the blanks (05)

1) \_\_\_\_\_ Strategy is a combination of two or more companies into one company.

a) Acquisition b) Diversification c) Liquidation d) Merger

2) \_\_\_\_\_ is an external cause of corporate renewal of a firm.

a) Poor after sales service b) Faulty product design  
c) Poor quality management d) Price rigging

3) \_\_\_\_\_ environment is an element of macro environment.

a) Society b) Suppliers c) Competitors d) Demographic

4) \_\_\_\_\_ is an example of mental coping strategies.

a) Exercise b) Relax c) Focus on strength d) Yoga

5) \_\_\_\_\_ is a variation of turnkey operations.

a) Green field development b) Licensing c) BOT concept d) Production sharing

Q.4. B) State whether the following statements are True or False (05)

1. Diversification strategy involves entry of new products into old markets.

2. The capital invested in fixed assets is called as long term capital.

3. Strategic momentum control is a technique of resource allocation.

4. PPP model involves a contract between public sector authority and private party.

5. Disasters can lead to severe stress related symptoms.

Q. 4. C) Match the Column

(05)

Group A	Group B
1. Mission	a. Specialised Services
2. Intensification	b. Unemployment
3. Production sharing	c. Orgnizational Philosophy
4. Benefits of KPO	d. Peter Drucker
5. Economic effects of disaster	e. Internal Growth strategy

OR

Q. 4 Write short notes on (Any Three)

(15)

- 1) Advantages of BPO.
  - 2) Success factors of BPR.
  - 3) Importance of disaster management.
  - 4) Challenges for business Starts-up.
  - 5) Growth prospects under Make in India Model.
- \_\_\_\_\_