

Time: 2½ hrs.

Marks:75

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

- Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)**
(Attempt any 8)
- (1) SWOT analysis is involved in ____ stage of strategic management.
(a) formulation (b) implementation
(c) evaluation (d) control
 - (2) _____ is a comprehensive plan developed by top management to achieve long-term objectives.
(a) Plan (b) Objectives
(c) Vision (d) Strategy
 - (3) Internal environment talks about _____.
(a) strength and weakness (b) opportunities and weakness
(c) threats and weakness (d) threats and strength
 - (4) Integration is a ____ type of strategy.
(a) stability (b) growth
(c) retrenchment (d) combination
 - (5) There are ____ levels of strategy.
(a) 3 (b) 4
(c) 5 (d) 6
 - (6) Structure is _____ skill in 7S model.
(a) soft (b) hard
(c) semi-hard (d) semi-soft
 - (7) Strategy is _____ oriented.
(a) Future (b) Present
(c) Past (d) Latest
 - (8) In SBU, B stands for _____.
(a) Bold (b) Blow
(c) Blend (d) Business
 - (9) Which of the following is not a technique of environment scanning?
(a) MBO (b) Forecasting
(c) Scenarios (d) Spying
 - (10) _____ strategy is about very critical decisions.
(a) Expansion (b) Stability
(c) Growth (d) Retrenchment
- (B) State whether the following statements are True or False. (Attempt any 7) (07)**
- (1) Mission and vision statements are always positive.
 - (2) Objectives are rarely reviewed.
 - (3) Operational-level strategies are also called as functional strategies.
 - (4) The external environment is controllable in nature.
 - (5) Diversification is a growth strategy.
 - (6) There are eight stages of the strategic management process.
 - (7) Cost leadership strategy is a type of business-level strategy.

- (8) In SWOT analysis, T stands for turnaround.
- (9) Customers are part of a microenvironment.
- (10) An employee is a component of an external environment.

- Q.2** (a) Discuss the levels of strategy in detail. (08)
 (b) Bring out the features of strategic management. (07)

OR

- Q.2** (p) What are the essentials of the vision statement? (08)
 (q) List down and explain the steps involved in making business objectives. (07)

- Q.3** (a) Enumerate the two types of business environments. (15)

OR

- Q.3** (p) Explain the importance of environmental scanning (08)
 (q) Write a note on stability strategy. (07)

- Q.4** (a) Diagrammatically explain the 7s Model. (08)
 (b) Explain the steps involved in Strategic Implementation. (07)

OR

- Q.4** (p) Diagrammatically explain the BCG matrix. (08)
 (q) Explain the different types of Leadership Styles. (07)

- Q.5** (a) Discuss the steps in strategy evaluation and control. (08)
 (b) Write a short note on synergy. (07)

OR

- Q.5** (p) Write short notes on (Attempt any 3) (15)
 (1) Essentials of a mission statement
 (2) Growth Strategy
 (3) Essentials of a good plan
 (4) SWOT Analysis
 (5) GE 9 Cell

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