

Paper / Subject Code: 71801 / Strategic Management

Duration: 2 hours

Marks: 60

- Note: 1) All questions are compulsory and carries 15 marks each.
2) Figures to the right indicate full marks.

Q1. a) Define strategic management and discuss its benefits? 15

b) Explain briefly the business level strategies of an organisation.

OR

c) Explain the various human resource strategies of a functional strategies of business.

d) With the help of examples, explain the macro environmental factors of business.

Q2. a) What is joint venture? Explain the types and advantages of joint venture. 15

b) Write a note on SWOT analysis.

OR

c) Describe the steps involved in strategic implementation process.

d) Elucidate the advantages of budgetary control.

Q3. a) Elaborate on the internal and external causes of corporate renewal. 15

b) What is strategic alliance? Explain the problems of strategic alliances.

OR

c) Explain the governing strategies of PPP model in India.

d) Explain the limitations of Information Technology in business.

Q4. A) Select the appropriate option and fill in the blanks: 5

- The term 'Strategy' is taken from the _____ word 'Strategos'.
a) Greek b) Latin c) French d) Japanese
- _____ is a strategy to covert loss-making unit into profitable again.
a) Turnaround b) Diversification c) Liquidation d) Growth
- In BCG matrix, the feature of _____ low industry growth and low market share.
a) Stars b) Cash-cows c) Question marks d) Dogs
- _____ is a physical effect of disaster.
a) Trauma b) loss of employment c) Social evils d) Death
- The Government of India launched the Start-up India Movement on 16 January, _____ at New Delhi.
a) 2000 b) 2016 c) 2020 d) 2022

B) State whether the following statements are True or False:

5 marks

1. The analysis of external environment helps to identify the strength and weakness of an organisation.
2. Diversification is a combination of two or more companies into one company.
3. Strategic evaluation and control are the first phase of strategic management process.
4. Information Technology is useful in every phase of strategic management.
5. The Government of India has set up the National Disaster Management Authority with Prime Minister of India as a Chairperson.

C) Match the Following:

5 marks

Group A	Group B
1. Product modification	a. Winding up of business
2. Liquidation Strategy	b. Market Leaders
3. ETOP	c. Marketing Strategy
4. Stars	d. Re-organising of business
5. Corporate Restructuring	e. Environmental Analysis

OR

Q4. Write Short Note on: (any 3)

15 marks

1. Reasons for growing BPO in India
2. Business Process Reengineering
3. Consequences of Disaster
4. Start-ups and its challenges
5. Make in India Model