

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 a 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) _____ is the reason for an organisation to exist.
(a) Plan
(b) Objectives
(c) Vision
(d) Mission
- (2) _____ is known as 'No Change' strategy.
(a) Stability
(b) Growth
(c) Retrenchment
(d) Expansion
- (3) In the BCG Matrix, a business that has a low market share in an industry characterized by low market growth is termed as _____.
(a) star
(b) dog
(c) cash cow
(d) question mark
- (4) Viability of business is an essential of _____ strategy.
(a) stability
(b) growth
(c) turnaround
(d) combination
- (5) Operational level is also called _____ level.
(a) functional
(b) business
(c) corporate
(d) strategy
- (6) There are _____ levels of strategy.
(a) 3
(b) 4
(c) 5
(d) 6
- (7) Framing alternate strategies is involved in _____ stage of strategic management.
(a) formulation
(b) implementation
(c) evaluation
(d) control
- (8) Integration is a _____ type of strategy.
(a) stability
(b) growth
(c) retrenchment
(d) combination
- (9) Which strategy is the opposite of investment?
(a) divestment
(b) stability
(c) growth
(d) expansion

(10) Which of the following is not a technique of environment scanning?

- (a) SBU
- (b) MIS
- (c) QUEST
- (d) SWOT

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

- (1) Backward integration is a type of growth strategy.
- (2) Disney has used forward integration by operating more than 300 stores.
- (3) Strategies are short term plans.
- (4) Objectives are reviewed periodically.
- (5) Spying is one of the tools of SWOT analysis.
- (6) Internal environment is uncontrollable in nature.
- (7) There are six stages of the strategic management process.
- (8) In paternalistic style, the leader considers himself as a parent figure.
- (9) In SWOT analysis, T stands for turnaround.
- (10) Cost leadership strategy is a type of business level strategy.

Q.2 (A) Highlight the process of strategic management. (15)

OR

Q.2 (P) What are the essentials of a good plan? (08)

(Q) Narrate the steps involved in setting business objectives. (07)

Q.3 (A) Explain the importance of environment scanning. (08)

(B) Briefly explain the essentials of a good turnaround strategy. (07)

OR

Q.3 (P) Elaborate on the reasons to adopt growth strategy. (08)

(Q) Analyse the types of external environment. (07)

Q.4 (A) Explain the 7S Model with a diagram. (15)

OR

Q.4 (P) Diagrammatically explain the BCG matrix. (15)

Q.5 (A) Discuss the steps involved in strategy evaluation and control. (08)

(B) Write a note on synergy. (07)

OR

Q.5 Write short notes on (Attempt any 3) (15)

- (1) Essentials of a Mission statement
- (2) SWOT Analysis
- (3) Liquidation strategy
- (4) Importance of strategic management
- (5) Types of leadership styles

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