

Q.P. Code :22041**[Time: 2:30 Hours]****[Marks:75]**

Please check whether you have got the right question paper.

- N.B:
1. All the questions are compulsory.
 2. Figures to the right indicate full marks.

Q.1 A) Fill in the blanks. **(Any 8)**

08

- 1) ----- level strategy is a long term strategy.
 - a) Corporate
 - b) Competitive
 - c) Functional
- 2) Vision is shared across entire -----
 - a) Organization
 - b) Nation
 - c) Society
- 3) ----- are time bound.
 - a) Mission
 - b) Vision
 - c) Goals
- 4) SWOT analysis is used at ----- intervals.
 - a) Frequent
 - b) Infrequent
 - c) Regular
- 5) Environmental ----- identified opportunities & threats affecting the business.
 - a) Control
 - b) Scanning
 - c) Evaluation
- 6) McKinsey's 7S framework includes -----
 - a) Systems
 - b) Stage
 - c) Signal
- 7) ----- mode deals with short term goals.
 - a) Planning
 - b) Adaptive
 - c) Integrated

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8) Strategic choice determines the ----- strategy of firm.

- a) Past
- b) Present
- c) Future

9) Standards can be either quantitative or -----.

- a) Numerical
- b) Qualitative
- c) Quota

10) Financial synergy puts capital to ----- use.

- a) Future
- b) Optimum
- c) Perfect

B) True or false (**any 7**)

- 1) Strategic management does not raise efficiency.
- 2) Vision indicates achievable aspirations for the future
- 3) Functional level strategy is industry oriented.
- 4) Environmental analysis is an ad-hoc process.
- 5) Divestment strategy identified promising investments.
- 6) Strategic analysis is a component of strategic management.
- 7) BCG model is applicable to single business firm.
- 8) Functional strategies provide roadmap to achieve objectives of functional areas.
- 9) ROI is a measure of financial performance.
- 10) Resistance to change is mostly physical.

07

Q.2

A. What is strategic management? Explain its features.

08

B. What is business objective? Explain the importance of business objectives.

07

OR

C. Explain the different levels of strategy with the help of diagram.

08

D. Explain in brief the external business environment.

07

Q.3

A. What is SWOT analysis? Explain with the help of corporate example.

08

B. What is integration strategy? Explain the different types of it.

07

OR

C. What is stability strategy? Explain the need & types of it.

08

D. Explain in brief the different modes of market entry in international business.

07

Q.4

A. What is BCG matrix? Explain with the help of diagram and with suitable example.

08

B. What is strategy evaluation? Explain the different steps of evaluation.

07

OR

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- C. Explain GE planning grid (GE a cell) 08
- D. What is change management? Explain how to overcome or manage resistance to change. 07

Q.5 Short note: (any three)

1. Vision
2. Turnaround strategy
3. R & D strategy
4. Finance strategy
5. Synergy

15
