

Time: 2½ Hours

Total Marks: 75

- NB: 1) All questions are compulsory.**
2) All questions carry equal marks.
3) Figures to the right indicate full marks.

Q1. Attempt All Questions**(15 Marks)****A. Fill in the blanks:****(05 Marks)**

- Globalization can be discussed under _____ environment.
- The word strategy is derived from a Greek word _____
- A favourable location and highly qualified staff remains as _____ for an organization under the SWOT analysis.
- When new products are sold in the same market it is called as _____.
- _____ matrix shows the summary of strengths & weaknesses of an organization.

B. Define the following:**(05 Marks)**

- Vision Statement
- Super ordinate goals
- External environment
- Product development
- Strategic evaluation

C. Match the following:**(05 Marks)**

A	B
1. Industrial policies and licensing	a. Measurement of performance
2. Low employee commitments and inadequate finance	b. Diversification growth strategy
3. Threat of substitute and new entry	c. Weakness
4. Strategic evaluation	d. Competitive environment
5. Joint venture	e. Regulatory environment

Q2. Answer any three of the following questions:**(15 Marks)**

- What are the various levels of strategies?
- What are the characteristics of objectives?
- What is strategic management? Why is it important in business?
- Explain McKinsey's 7-S framework.
- What is CSR?
- What is vision? What are the benefits of having a vision?

Q.3. Answer any three of the following questions:

(15 Marks)

- Write a note on SWOT analysis.
- Explain any two external environmental sectors affecting the business of an organization.
- Write a note on EFE matrix.
- Discuss the financial capability factors in the internal environment of an organization.
- Discuss Porter's 5 force industry analysis.
- Discuss the general management capability factors of an organization.

Q.4. Answer any three of the following questions:

(15 Marks)

- What is horizontal integration? What are its benefits?
- Explain concentric and conglomerates diversifications.
- Why is strategic evaluation needed?
- Write a note on 'Taking corrective action' in relation to strategic evaluation process.
- Explain merger and acquisition.
- Explain disinvestment and liquidation.

Q.5. Answer any three of the following questions:

(15 Marks)

- Write a note on strategic decision making.
- What are the characteristics of mission statement?
- What are the characteristics of environment?
- How can an organization get strategic and competitive advantage?
- What are the marketing capability factors?
- Explain 'setting of standards' in the strategic evaluation process.