

Q.P. Code : 280201

(3 Hours)

[ Total Marks : 60

N.B. : (1) All questions are compulsory.

1. (a) What is strategy? State its features. 8  
(b) Discuss the advantages and limitations of strategic management. 7  
OR  
(p) Discuss the role played by the organisational strategists in framing the strategies. 8  
(q) Explain strategic management process in detail. 7
2. (a) Explain the features of environmental scanning. 8  
(b) What is PESTLE Analysis? Discuss its relevance in strategic management. 7  
OR  
(p) List down the arguments in favour of social responsibility of business. 8  
(q) State the impact of technology in banking business. 7
3. (a) Bring out the differences between mission, vision and goals of an organisation with suitable examples. 8  
(b) What are the guidelines for setting effective objectives in banks? 7  
OR  
(p) Explain GE planning grid with suitable diagram. 8  
(q) What is Vertical Integration? State its advantages and limitations. 7
4. (a) "Structure drives strategy." Comment. 8  
(b) Explain the advantages and limitations of matrix structure. 7  
OR  
4. Write short notes: 15
  - (a) Responsibility Centres
  - (b) Return on Investment
  - (c) Motivation as a key driver in strategic management.