

8x100

(75:25)
TYBBI - Sem VI
Strategic Mgt
2017

20/4/2017

120

Q.P. Code :03196

[Time:2 ½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

- Q.1 a Explain the process of Strategic Management 8
b What is a Strategic Business Unit (SBU)? Discuss its features. 7
OR
P Explain the following concepts 8
i) Corporate Level Strategy
ii) Functional Level Strategy
iii) Strategist
iv) Environment Scanning
Q Explain the various challenges to strategic management. 7
- Q.2 a What do you mean by business environment? Discuss the external components of business environment? 8
b Explain the responsibilities of business towards various stakeholders 7
OR
P Explain how use of technology leads to efficiency in banking operations. 8
Q Discuss the 'Triple Bottom Line' (TBL) in detail. 7
- Q.3 a Explain the types of integration strategy with advantages and limitations. 8
b Explain the reasons for organizational downsizing. 7
OR
P Explain the GE Planning Grid. 8
Q "Goals serve as short term milestones in the organization" - Comment 7
- Q.4 a Explain the Functional Structure and Divisional Structure in organizations 8
b Discuss the role of leadership in Strategic Management. 7
OR
P "Structure and Strategy are inter-related". Do you agree? Justify 8
Q What is budgeting? Explain its advantages. 7
- Q.5 Write short notes as (any 3) 15
i) Political Environment
ii) Role of Creativity in Strategic Management
iii) SWOT Analysis
iv) Responsibility Centers
v) Resource Mobilization