(2 ½ Hours) (Total Marks: 75)

#### **Instructions:**

- Please check whether you have got the right paper
- Attempt all questions.
- All questions carry equal marks.
- Figures to the right indicate full marks.

#### Q.1.A Fill in the blanks

(05 marks)

- 1. Strategic decision making is the primary task of \_\_\_\_\_\_.
- 2. SBU's are also known as \_\_\_\_\_
- 3. As per Derek Abell, a \_\_\_\_\_ has three dimensions of Who, What and How.
- 4. There is more risk in this strategy than the others.
- **5.** Strategic evaluation process has \_\_\_\_\_ steps.

## B. Match the following

(05 marks)

\(\sigma^1\)	9 cell matrix	Connects organization to the society
2	SWOT	How the business makes money
3	Mission	Winding up of business
4	Business model	Environmental analysis
50	Liquidation strategy	GE C

# C. Define the following

**(05 marks)** 

- 1. Vision
- 2. Internal environment
- 3. Business model
- 4. Merger
- 5. Strategic management

## Q2. Answer the following:

**(15 Marks)** 

- 1. What are the various features of strategy?
- 2. Explain the process of strategic management.
- 3. What are the various levels at which strategies are prepared?
- 4. What are objectives? What are its characteristics?
- 5. What is a vision? What are benefits of good vision?
- 6. What are the techniques of Environmental analysis?

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## Q3. Answer the following (Any three)

(15 marks)

- 1. Explain horizontal integration with its advantages.
- 2. What is product development?
- 3. What is turnaround strategy? Why is it needed?
- 4. What is a joint venture? What are its advantages?
- 5. Explain merger and acquisition.
- 6. List and explain the factors affecting strategic choice.

# Q4. Answer the following (Any three)

(15marks)

- 1. What are the characteristics of strategic evaluation and control?
- 2. Explain any two types of leadership in short.
- 3. What is corporate culture?
- 4. Discuss any two issues in strategic implementation.
- 5. Explain the importance of strategic evaluation and control.
- 6. Discuss the importance of Business ethics in any organization

# Q5. Write short notes on the following (Any three)

(15marks)

- 1. Business environment
- 2. SWOT analysis
- 3. BCG matrix
- 4. Diversification

\*\*\*\*\*All the Best\*\*\*\*