

Time 2½ Hours

Marks: 75

**NB: 1. All questions are compulsory.**

**2. Figures to the right indicate full marks.**

**Q.1) Answer the following (Any 2)**

**15**

- a) What are the steps involved in Strategic Management?
- b) Explain the concept of Company along with its features.
- c) Explain the importance of strategic management.

**Q.2) Answer the following (Any 2)**

**15**

- a) Write in detail about the Expansion strategy.
- b) Explain the importance of SWOT analysis.
- c) Discuss the steps in turnaround strategy.

**Q.3) Answer the following (Any 2)**

**15**

- a) Describe in detail the process of Strategy Implementation.
- b) What are the internal components of Business Organisation?
- c) Explain the reasons for divestment strategy.

**Q.4) Answer the following (Any 2)**

**15**

- a) Describe the features of an effective Strategic Evaluation System.
- b) Explain importance of review in strategic evaluation.
- c) Explain the advantages and disadvantages of feedback control system.

**Q.5) Write short note on the following: (Any 3)**

**15**

- a) Mission Statement
- b) Types of merger
- c) Adaptive Model
- d) Strategic audit
- e) Entrepreneurial Model