

Time: 2.30 Hrs

Marks : 75

Note:

Attempt all the questions

Figures to the right indicate full marks

Q.1) Answer the following (Any 2) 15

- a) Define strategic management? Explain its characteristics.
- b) Discuss the steps in turnaround strategy.
- c) Explain the concept of company along with its features.

Q.2) Answer the following (Any 2) 15

- a) Write in detail about the expansion strategy.
- b) Explain the process of strategic management.
- c) State different types of human resource strategies in the business.

Q.3) Answer the following (Any 2) 15

- a) Explain the external environment components of a business organization.
- b) Explain the reasons for divestment strategy.
- c) Describe in detail the process of strategy implementation.

Q.4) Answer the following (Any 2) 15

- a) Explain the process of strategic control.
- b) Elaborate on strategic analysis.
- c) Explain the role of auditing in strategic control.

Q.5) Write a short note on the following: (Any 3) 15

- a) Swot analysis
- b) Marketing strategy
- c) Types of strategic control
- d) Mergers
- e) Adaptive model