

Q.P. Code :22041**[Time: 2:30 Hours]****[Marks:75]**

Please check whether you have got the right question paper.

- N.B:
1. All the questions are compulsory.
 2. Figures to the right indicate full marks.

Q.1 A) Fill in the blanks. **(Any 8)**

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- 1) ----- level strategy is a long term strategy.
 - a) Corporate
 - b) Competitive
 - c) Functional
- 2) Vision is shared across entire ----- .
 - a) Organization
 - b) Nation
 - c) Society
- 3) ----- are time bound.
 - a) Mission
 - b) Vision
 - c) Goals
- 4) SWOT analysis is used at ----- intervals.
 - a) Frequent
 - b) Infrequent
 - c) Regular
- 5) Environmental ----- identified opportunities & threats affecting the business.
 - a) Control
 - b) Scanning
 - c) Evaluation
- 6) McKinsey's 7S framework includes ----- .
 - a) Systems
 - b) Stage
 - c) Signal
- 7) ----- mode deals with short term goals.
 - a) Planning
 - b) Adaptive
 - c) Integrated

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8) Strategic choice determines the ----- strategy of firm.

- a) Past
- b) Present
- c) Future

9) Standards can be either quantitative or -----.

- a) Numerical
- b) Qualitative
- c) Quota

10) Financial synergy puts capital to ----- use.

- a) Future
- b) Optimum
- c) Perfect

B) True or false (**any 7**)

- 1) Strategic management does not raise efficiency.
- 2) Vision indicates achievable aspirations for the future
- 3) Functional level strategy is industry oriented.
- 4) Environmental analysis is an ad-hoc process.
- 5) Divestment strategy identified promising investments.
- 6) Strategic analysis is a component of strategic management.
- 7) BCG model is applicable to single business firm.
- 8) Functional strategies provide roadmap to achieve objectives of functional areas.
- 9) ROI is a measure of financial performance.
- 10) Resistance to change is mostly physical.

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Q.2

- A. What is strategic management? Explain its features.
- B. What is business objective? Explain the importance of business objectives.

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OR

- C. Explain the different levels of strategy with the help of diagram.
- D. Explain in brief the external business environment.

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Q.3

- A. What is SWOT analysis? Explain with the help of corporate example.
- B. What is integration strategy? Explain the different types of it.

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OR

- C. What is stability strategy? Explain the need & types of it.
- D. Explain in brief the different modes of market entry in international business.

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Q.4

- A. What is BCG matrix? Explain with the help of diagram and with suitable example.
- B. What is strategy evaluation? Explain the different steps of evaluation.

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OR

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- C. Explain GE planning grid (GE a cell) 08
- D. What is change management? Explain how to overcome or manage resistance to change. 07

Q.5 Short note: (any three) 15

1. Vision
2. Turnaround strategy
3. R & D strategy
4. Finance strategy
5. Synergy
