NOTE:

1. All questions are compulsory
2. All questions carry equal marks
3. Figures to the right indicate equal marks

Q.1.A. Fill In the Blanks (1 Marks Each) (10 Marks)

1. _____, is the guideline within which a manager may use his directions in managing routine business problems

2. The _____ are formulated by the managers at different levels for repeated use as and when the occasion demands

3. _____strategies ensure that organisation select the right person for the job at the right time

4. _____ strategy aims to reduce the size, diversity, markets for product of an organization

5. Diversification is an example of_____growth strategy.

6. Strategic choice determines _____the strategy of the firm

7. _____quadrant in BCG matrix represents business units having a large market share in mature industry

8. The basic idea behind the _____framework is that sustainable strategic advantage results through the use of capabilities that are valuable rare inevitable and organised for usage

9. _____ is based on a regular evaluation of performance against objective which are decided upon mutually superior and subordinate

10. strategic management is basically_____ management function

Q.1.B. State Whether TRUE or FALSE (1 Marks Each) (5 Marks)

1. A schedule is a timetable of work
2. Decision in adapted to organisation are usually fragmented and disjointed
3. GE a cell based on the pioneering efforts of the general electric company
4. Special alert control is a type of strategic control
5. Environmental analysis is an Ad-hoc process

Q2. Answer the Following (15 Marks)

a. Explain features of Strategic management? (8 Marks)
b. Explain Features of Good Vision? (7 Marks)

OR

c. Explain Levels of Strategy? (8 Marks)
d. Explain Components of Plan? (7 Marks)

Q3. Answer the Following (15 Marks)
  a. Explain Approaches of Environmental Scanning? (8 Marks)
  b. Explain Functional Level H.R. Strategies? (7 Marks)
             OR
  c. Explain Types of Integration strategy? (8 Marks)
  d. Explain types of Internationalization strategy? (7 Marks)

Q4. Answer the Following (15 Marks)
  a. Explain Models of Strategy making? (8 Marks)
  b. What is strategy choice? Explain the steps in process of strategic choice? (7 Marks)
             OR
  c. Explain BCG Matrix in Detail? (8 Marks)
  d. Explain Porters Five forces Model in detail? (7 Marks)

                      THREE.

Q5. Answer Any ~~Two~~ Three (5 marks each) (15 Marks)
  a. Process of strategic choice
  b. 7's Framework
  c. Niche Marketing
  d. Research & Development Strategy
  e. Causes of Resistance to change