

Q.1 A) Multiple choice questions. (Attempt any 8 questions.)

(8 Marks)

- 1) _____ strategy involves dropping some of the activities in a particular business.
a) Retrenchment b) growth c) drop out d) production
- 2) _____ strategy is where cost pressure is high and LRP is low
a) Global b) Transnational c) Multi domestic d) International
- 3) External environment of business organisation is consist of _____
a) Opportunities b) Threats c) Strengths d) Both A and B
- 4) Strategic Management is concerned with the _____ direction of an organisation
a) Short term b) Long Term c) Medium Term d) Short & Medium
- 5) The _____ model is defensive in nature
a) Entrepreneurial b) Adaptive c) Planning d) Execution
- 6) _____ represents the flow of activities involved in daily operations, including core processes and support activities.
a) Style b) Staff c) System d) Skills
- 7) In _____ control which measure result after an action is completed.
a) Pre Action b) Post Action c) Present d) Future
- 8) Strategic momentum control includes evaluation of _____
a) Weaknesses b) strengths c) unstable Environment d) Stable Environment
- 9) _____ synergy occurs when corporations interact cooperatively or in harmony
a) Marketing Synergy b) Management synergy c) Investment synergy d) Corporate synergy
- 10) The psychological factor affecting resistance to change does not include _____
a) Fear of unknown b) status Quo c) Problem of incentives d) Lack of trust

B. State whether the following statements are True or False. (Attempt any 7) (7 marks)

- 1) Policies flow logically from the organization's philosophy.
- 2) The focus of the strategy is to know the present position.
- 3) Each SBU may compete with the other SBU of the same organization.
- 4) The strategic intent helps managers to focus on creating new capabilities to exploit future opportunities.
- 5) There is lack of emphasis on social responsibility in the case of professional management philosophy.

- 6) Stability strategy involves more risk as compared to growth strategy.
- 7) Corporate-level strategic analysis focuses on individual business.
- 8) Cash cows are new products with the potential for success, but they need a lot of cash for development.
- 9) All the innovation is change, but not every change is innovation.
- 10) Fear of unknown is one of the economic factors for resistance to change.

Q.2 a) Explain the characteristics of mission statement. **7 marks**

b) State the importance of SBU. **8 marks**

OR

c) Explain the strategic options to enter in the international markets. **7 marks**

d) What are the essentials of a turnaround strategy. **8 marks**

Q.3 a) Explain BCG matrix as a technique of portfolio analysis. **7 marks**

b) Discuss the models of strategy making. **8 marks**

OR

c) Explain the problems involved in the process of strategic evaluation and control. **7 marks**

d) Explain the factors causing resistance to change. **8 marks**

Q.4 a) Explain the essentials of vision statement. **7 marks**

b) What are the different types of functional strategies. **8 marks**

OR

c) What are the factors influencing strategic choice **7 marks**

d) What is synergy? Explain its types. **8 marks**

Q.5 Write short notes on: (Any 3) **15 marks**

- 1) Liquidity Strategy.
- 2) Cost Leadership strategy.
- 3) Leadership style.
- 4) Corporate Culture.
- 5) Organisational Change.