

N.B.: (1) All questions are compulsory

Q1. A Choose the right answer (Any Eight)

(8)

1. Strategic management is concerned with _____ planning.
i) Long-term ii) Short-term iii) Medium-term iv) Moderate-term
2. The strategy can be broadly classified into _____ levels.
i) Two ii) Three iii) Four iv) Five
3. _____ are set for a definite period of time.
i) Objectives ii) Goals iii) Targets iv) Mission
4. _____ environment relates to human population with reference to its size, density, literacy rate, etc.
i) Demographic ii) Economic iii) Political iv) Technical
5. Strengths are the _____ competencies of a firm as compared to its competitors in the areas of production, marketing, finance and personnel.
i) Positive ii) Negative iii) Neutral iv) Complex
6. In _____ integration, a company moves one step backwards from the current line of business.
i) Forward ii) Horizontal iii) Backward iv) Line
7. _____ is the evaluation of alternative strategies and selection of the best alternative.
i) Strategic choice ii) Strategic plan iii) Strategic control iv) Strategic implementation
8. The _____ have low market share and do not have the potential to bring in much cash.
i) Dogs ii) Cash cows iii) Question marks iv) Star
9. _____ method helps to analyse the trends in a firm's performance over a period of time.
i) Historical analysis ii) Industry norms iii) Benchmarking iv) Balanced scoreboard
10. _____ strategy ensure that organisation select the right persons for right job.
i) Marketing ii) Human resource iii) Finance iv) Sales

Q1.B. State whether the following statements are True or False (Any Seven)

(7)

1. Policies are applicable to all functional areas.
2. Strategic intent does not clarify the purpose of the organisation.
3. A mission statement must be focus on short-term objectives of the firm.
4. An analysis of financial resources would reveal the level of financial soundness.
5. Stability strategy involves more risk as compared to growth strategy.
6. The red zone of GE business screen gives signal to stop and adopt retrenchment strategy.
7. Business ethics is concerned with morality in business.
8. Michael Porter proposed a model consisting of five competitive forces that determine the intensity of industry competition and profitability.
9. Strategic evaluation and control is a continuous process.
10. A synergy is where the whole is greater than the sum of its part.

Q2. A. What is business policy? Explain its nature and characteristics.

(8)

B. Explain different levels of strategy.

(7)

OR

C. Define strategy. Explain its nature and characteristics.

(8)

D. Explain the meaning of mission statement. What are its essentials?

(7)

Q3. A. Explain internal environment analysis.

(8)

B. Explain the different retrenchment strategies.

(7)

OR

C Explain the reasons for adopting stability strategy.

(8)

D. What is internationalization strategy? Explain the types of international strategies.

(7)

Q4. A. Explain BCG matrix as a technique of portfolio analysis.

(8)

B. What is synergy? Explain the types of synergy.

(7)

OR

C. Explain any four leadership styles.

(8)

D. Explain steps in strategic evaluation process.

(7)

Q5. A. Explain briefly McKinsey 7S framework.

(8)

B. Explain importance of strategic evaluation.

(7)

OR

Q5. Write short notes on following (Any three)

(15)

1. Strategic Intent
2. SWOT analysis
3. Focus Strategy
4. SBU
5. Benchmarking & Management by Objectives