

Duration: 2 hours**Total Marks: 60****Note:** 1. All questions are compulsory.

2. Figures to the right indicate full marks.

- Q1 a. Define Strategic Management. Discuss briefly the process of strategic management. 15
 b. "Strategy can be formulated on three different levels". Explain briefly

OR

With the help of examples, explain the various components of business environment in detail. 15

- Q2 a. Explain the turnaround strategy in detail. 15
 b. Discuss General Electric (GE) Nine Cell Matrix as a technique of corporate portfolio analysis.

OR

What is budgetary control? Explain its advantages and limitations. 15

- Q3 a. What are the external factors influencing corporate renewal strategy? 15
 b. Elaborate on the importance of the strategic alliance.

OR

Elucidate the advantages and limitations of the Information Technology sector in Indian business. 15

- Q4 A. Select the appropriate option and fill in the blanks 5

- 1) Dividend strategy is a ----- strategy.
(Marketing, Human Resource, Financial, Production)
- 2) ----- is a type of internal growth strategy.
(Merger, Acquisition, Foreign Collaboration, Diversification)
- 3) In ----- model there is a lack of cooperation on the part of the other party.
(Turnkey project, Turnaround, PPP, BCG)
- 4) For disaster response, financial support will be maintained through the -----
(Disaster Relief Emergency Fund, Disaster Remuneration Fund, Disaster Relief ecological Fund, Disaster Relief Environment Fund)
- 5) ----- is the fundamental radical design of business processes.
(Reconciliation, Retrenchment, Revolution, Reengineering)

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