

(2 ½ Hours)

(Total Marks: 75)

Instructions:

- Please check whether you have got the right paper
- Attempt all questions.
- All questions carry equal marks.
- Figures to the right indicate full marks.

Q.1.A Fill in the blanks**(05 marks)**

1. Strategic decision making is the primary task of _____.
2. SBU's are also known as _____
3. As per Derek Abell, a _____ has three dimensions of Who, What and How.
4. There is more risk in this strategy than the others.
5. Strategic evaluation process has _____ steps.

B. Match the following**(05 marks)**

1	9 cell matrix	Connects organization to the society
2	SWOT	How the business makes money
3	Mission	Winding up of business
4	Business model	Environmental analysis
5	Liquidation strategy	GE

C. Define the following**(05 marks)**

1. Vision
2. Internal environment
3. Business model
4. Merger
5. Strategic management

Q2. Answer the following:**(15 Marks)**

1. What are the various features of strategy?
2. Explain the process of strategic management.
3. What are the various levels at which strategies are prepared?
4. What are objectives? What are its characteristics?
5. What is a vision? What are benefits of good vision?
6. What are the techniques of Environmental analysis?

Q3. Answer the following (Any three)

(15 marks)

1. Explain horizontal integration with its advantages.
2. What is product development?
3. What is turnaround strategy? Why is it needed?
4. What is a joint venture? What are its advantages?
5. Explain merger and acquisition.
6. List and explain the factors affecting strategic choice.

Q4. Answer the following (Any three)

(15marks)

1. What are the characteristics of strategic evaluation and control?
2. Explain any two types of leadership in short.
3. What is corporate culture?
4. Discuss any two issues in strategic implementation.
5. Explain the importance of strategic evaluation and control.
6. Discuss the importance of Business ethics in any organization

Q5. Write short notes on the following (Any three)

(15marks)

1. Business environment
2. SWOT analysis
3. BCG matrix
4. Diversification

*******All the Best*******