

TIME: 2 ½ Hours

MARKS: 75

- NOTE:** 1) Please check whether you have got the right paper
 2) All questions are compulsory.
 3) All questions carry equal marks.
 4) Figures to the right indicate full Marks.

Q.1.A Fill in the blanks

(05 marks)

1. Word strategy comes from _____ word Strategos. (Greek, Roman, Hebrew)
2. One of the reasons for strategies to fail is _____. (Ample of budget, Miscommunication, Use of manpower)
3. _____ is included in external environment. (staff, Research & Development, Government)
4. These two brands in Hospitality underwent merger and acquisition. _____ (Taj & Oberoi, ITC & Hyatt, Marriot & Starwood)
5. This style of leadership strictly follows organizational rules and regulations _____. (Bureaucratic, Participative, Autocratic)

B. Match the following

(05 marks)

1	Top level strategy	Stars, Cash cows, Dogs & Question marks
2	BCG matrix	SBU responsibility
3	Vision	GE
4	Business level strategy	Purpose an organization strives for
5	Nine Cell Matrix	Senior management responsibility

C. Define the following

(05 marks)

1. Mission
2. Business model
3. Strategic management
4. Strategic implementation
5. Expansion strategy

Q2. Answer any three of the following questions:

(15 Marks)

1. Explain the various levels of strategy?
2. What are the steps in strategic management process? Explain each in short.
3. Explain the benefits of strategic management?
4. Differentiate between goals and objectives.
5. Explain the features of business environment.
6. Discuss any two external environmental factors that affect business decisions.

Q3. Answer any three of the following questions: (15 marks)

1. Explain concentric and conglomerate diversification with examples.
2. What is divestment? What are the reasons for divestment?
3. Explain cash cows and stars of BCG matrix.
4. Discuss the factors that affect strategic choice?
5. Explain the terms Market development & Product development.
6. Explain the difference between mergers and takeovers.

Q4. Answer any three of the following questions: (15marks)

1. Explain the process of strategic evaluation.
2. Explain the importance of strategic evaluation and control.
3. Explain the role of a leader in Strategic implementation.
4. Explain the different styles of leadership.
5. Why are business ethics important in any organization?
6. Discuss the importance of corporate culture?

Q5. Write short notes on the following (Any three) (15marks)

1. Scope of mission.
 2. PEST analysis
 3. SWOT analysis
 4. Combination strategy
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