



(2 ½ Hours)

[Total Marks : 75]

Note: All questions are compulsory.
 Figures to the right indicate full marks.

(1) A. State whether following statements are true or false (Any Eight) (8)

1. "Strategy" is derived from the Greek word "Strategos".
2. Political environment is a part of external business environment.
3. Managing director is part of top management.
4. The Economic policies are part of economic environment.
5. Economies of scale is a limitation of international trade.
6. Strategy formulation is last step in strategy making process.
7. Political system is a part of cultural environment.
8. There is no risk in foreign trade.
9. BCG matrix is also known as Growth share matrix.
10. Faster remittance is a positive impact of technology on banking sector.

B. Match the column (Any Seven) (7)

1. Macro environment	A. Stars
2. BCG Matrix	B. Opportunities
3. SWOT analysis	C. Export
4. International Entry mode	D. Benchmarking
5. Internal benchmarking	E. 5 forces model
6. Michael porter	F. Type of investment
7. FDI	G. Applicable to loss making organisations
8. Liquidation strategy	H. Growth strategy
9. Expansion	I. Customers
10. Micro environment	J. Legal environment

- (2) (a) What is strategic management. Explain features of strategic management. (8)
 (b) Explain Boston Consulting Group (BCG) Matrix (7)

OR

- (c) Explain benefits of strategic management. (8)
 (d) Discuss levels of strategic management. (7)

- (3) (a) Explain components of business environment. (8)
 (b) Discuss importance of environmental scanning. (7)

OR

- (c) Explain SWOT analysis in detail. (8)
 (d) Explain various types of corporate level strategies. (7)



- (4) (a) Explain advantages of internationalization. (8)
(b) What are the barriers of strategy implementation? Explain. (7)

OR

- (c) Explain various factors affecting strategic choice. (8)
(d) Discuss process of strategy implementation. (7)

- (5) (a) Explain in detail various roles of strategic leader. (8)
(b) Discuss various types of standards given by general electric company? (7)

OR

Write short notes on **any three** of the following (15)

1. Benchmarking
 2. The McKinsey 7s Framework
 3. Role of competition
 4. Social responsibilities of business
 5. Green Banking
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