

DURATION: 2.5 hrs



Marks: 75

Notes: 1) All questions are compulsory with internal choice.

2) Figures to right indicate marks

QUES 1 (A) Fill in the blanks (attempt any 8)

(8 Marks)

- 1) _____ is concerned with deciding which alternative is to be adopted to accomplish the overall objectives of the organization. (Policy, Mission, Strategy)
- 2) _____ is a broad long-term plan designed to achieve the overall objectives of the firm. (Policy, Strategy, Mission)
- 3) _____ strategy involves turnaround, divestment and liquidation. (Retrenchment, Stable Growth, Growth)
- 4) _____ Strategic management is concerned with planning. (long-term, short-term, medium-term)
- 5) _____ the management must compare and analyse its present performance level with the desired future
- 6) _____ refers to a set of values, beliefs and norms that are shared by an organization's members. (Organizational culture, Organizational climate, Organizational philosophy)
- 7) In case of _____ firms are small enterprises managed by the founder. (Divisional structure, functional structure, line structure)
- 8) _____ can combine project organization with functional organization. (Division structure, Matrix structure, Network structure)
- 9) The _____ plays a positive role in inducing desired behaviour so that the managers and their subordinates are encouraged to work towards the achievement of organizational objectives. (Information system, Control system, Motivational system)
- 10) In case of _____ strategy, the firm offers standardized products in the world markets. (Internationalisation, multi-domestic, global)

QUES 2 (B) True and false (attempt any 7)

(7 Marks)

- 1) Staff can be considered as a 'Hard element' of the 7S Framework.
- 2) Acceptance of strategy is important for implementing the strategy effectively.
- 3) Corporate-level strategic analysis focuses on individual business.
- 4) Business-level strategic analysis helps the firm to decide in which direction to proceed.
- 5) Experience Curve Analysis indicates that professional business firms capitalize on their experience, which enables them to offer low-cost and quality products.
- 6) Spying is narrow in scope as it gathers information only about the competitor and not of the entire environment in which the firm operates.
- 7) Opportunities are the unfavourable situations, which the external environment imposes on the organizations.
- 8) The red zone of GE Business Screen gives a signal to stop and adopt retrenchment strategies.
- 9) Businesses where close substitutes are available appear to be more attractive.
- 10) Cash cows are new products with the potential for success, but they need a lot of cash for development.

QUES 2 (15 Marks)

(A) Explain the process of Strategic Management?

(8 Marks)

(B) What is strategic management? Explain the features of Strategic Management?

(7 Marks)

OR

- (C) What is business policy? Explain the characteristics of business policy? (8 Marks)
(D) Explain the importance of Strategic Management? (7 Marks)

QUES 3 (15 Marks)

- (A) What is environmental scanning? What is the importance of environmental scanning? (8 Marks)
(B) What do you mean by Retrenchment Strategy? Explain the types of Retrenchment strategy? (7 Marks)

OR

- (C) Elaborate the levels of strategy in strategic Management? (8 Marks)
(D) What is strategic business unit? Explain the features of strategic business unit? (7 Marks)

QUES 4 (15 Marks)

- (A) What is SWOT ANALYSIS? Explain the SWOT analysis in detail. (8 Marks)
(B) What is financial strategy? How do we frame a financial strategy? (7 Marks)

OR

- (C) What is production strategy? Who do we frame production strategy? (8 Marks)
(D) Briefly explain the General Electric 9 CELL Strategy in detail. (7 Marks)

QUES 5 (15 Marks)

- (A) What are various types of leadership styles? Explain them in detail. (8 Marks)
(B) What are the roles of effective leadership in strategy implementation? (7 Marks)

OR

QUES 5 Short notes (Attempt any 3)

(15 Marks)

- (A) Divestment
(B) Consumer protection Act 1986
(C) SEBI
(D) Cash cows
(E) Turnaround strategy