

22.1.20

S.M.

Q.P. CODE: _____

[TIME: 2:30 hrs]

[Marks: 75]

Please check whether you have got the right question paper.

N.B:1. All the questions are compulsory.

2. Figures to the right indicate full marks.



Q1. A) Fill in the blanks. (Any 8)

08

1. The strategy can be broadly classified into _____ levels.
2. The _____ strategy is also called as expansion strategy.
3. Under _____ approach, the managers and the subordinates jointly define and set the goals.
4. Nanus proposed an environment scanning technique called _____
5. Firms adopting _____ strategy aims at moderate growth and profits.
6. When a firm focuses on one or few segments, it adopts a _____ strategy.
7. The capital invested in fixed assets is called as _____ capital.
8. The GE business screen includes _____ cells for portfolio analysis
9. The _____ has orientation towards human welfare.
10. The concept of _____ was developed by General Electric (USA) to manage its multi-product business.

B) True or False (any 7)

07

1. Policies flow logically from the organisation's philosophy.
2. Strategies are not applicable to non- business organisation.
3. Goals are boarder in nature as compared to objectives.
4. A firm may adopt Profit strategy when the product is not prestigious for it.
5. Cost leadership business strategy is suitable for luxury goods.
6. An analysis of financial resources would reveal the level of financial soundness.
7. Turnaround strategy is possible even when the business is not viable.
8. Paternalistic leadership style aims at creating a family atmosphere within the organisation.
9. Organisation change is one-time process.
10. Policies are applicable to all functional areas.

Q.2 A. Enlist the features of Business Policy.

08

B. Discuss the importance of Strategic Management.

07

OR

C. Discuss in brief the Essentials of a Mission statement.

08

D. List down the steps in setting Business Objectives.

07

- Q.3 A. What are the steps in Turnaround Strategy? 08
B. What are the strategic options to enter International markets? 07
OR
C. Discuss the marketing strategies with respect to Functional level strategies. 08
D. What are the reasons for Liquidation? 07
- Q.4 A. Explain BCG Matrix. 08
B. List down the advantages of Synergy. 07
OR
C. Discuss McKinsey 7s framework. 08
D. What are reasons for Organisational change? 07
- Q5. Short notes: (any three) 15**

1. Corporate Strategy.
2. Differentiation Strategy.
3. GE 9 Cell.
4. Steps in Project Implementation.
5. Concept of Synergy.

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