

S.M.
11.2.20

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. _____ strategy involves turnaround, divestment and liquidation.
2. BCG and GE 9 Cell Business Screen are the two main models of _____.
3. _____ is a systematic process and control the organisation activities.
4. A _____ synergy refers to a financial benefit that corporation may achieve when it merges with or acquires another corporation.
5. _____ management philosophy relies on out-dated techniques or practices.
6. The concept of production sharing was developed by _____
7. _____ define processes and routine activities in an organisation.
8. In case of _____ the performance of a firm is compared with other highly successful companies in the industry or otherwise.
9. An organisation's _____ includes a statement on organisational philosophy and purpose.
10. According to Paul O'Neill, _____ means the new techniques which are learnt is put into practice.

B) True or False (any 7)

07

1. Policies are applicable to all functional areas.
2. The vision statement must be worded in the future tense.
3. QUEST is a five-step technique of environment scanning.
4. Business growth helps to spread business risks.
5. Corporate-level strategic analysis focuses on individual business.
6. Business ethics is concerned with morality in business.
7. Strategic control includes strategic evaluation.
8. Strategic evaluation and control is a continuous process.
9. Organisation change is one-time process.
10. Resistance to change can enhance the cohesiveness of the group.

Q.2 A. What are the advantages of SBUs?

08

B. Importance of Strategic Intent.

07

OR

C. List down the significance of objectives.

08

D. Give out the essential features of a good plan.

07

- Q.3 A. Factors for adopting stability strategy. 08
B. What are the strategic options to enter International markets? 07

OR

- C. Discuss the Operations strategies with respect to Functional level strategies. 08
D. Explain Integration Strategy. 07

- Q.4 A. Explain Porter's 5 forces model. 08
B. Discuss the steps involved in strategy implementation. 07

OR

- C. What are the features of strategic evaluation? 08
D. Discuss the measures to overcome resistance to change. 07

Q5. Short notes: (any three) 15

1. Mission.
2. Cost Leadership Business Strategy.
3. BCG Matrix.
4. SWOT analysis.
5. Types of synergy.
