

STRATEGIC MANAGEMENT

DT :- 23/3/23

DURATION: 2 ½ hrs

Marks: 75



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

2) Figures to right indicate marks

QUES1 (A) Fill in the blanks. (attempt any 8 out of 10)

(8 Marks)

- 1) Strategic management is concerned with the _____ planning. (long-term, short-term, medium-term)
- 2) In order to conduct _____, the management must compare and analyse its present performance level with the desired future performance. (SWOT analysis, gap analysis, cost-benefit analysis)
- 3) In large organization there is a _____ of policies. (Rigidity, hierarchy, vagueness)
- 4) The _____ environment includes laws, which define and protect the fundamental rights of individuals and organization. (Political, cultural and legal)
- 5) _____ strategy is a strategy to convert a loss-making unit into a profitable one. (Turnaround, Divestment, Liquidation)
- 6) In case of _____, the organization takes a decision to sell its entire business and the funds so realized can be invested in some another business. (Turnaround, Divestment, Liquidation)
- 7) BCG AND GE 9 cell business screen are two main models of _____ (Life cycle analysis, corporate portfolio analysis, Experience curve analysis)
- 8) The _____ are market leaders and are usually able to generate enough cash to maintain their high market share. (Question marks, stars, cash cow)
- 9) The _____ are also called as wild cats. (Question marks, stars, cash cow)
- 10) Michael Porter's _____ forces model determines the intensity of industry competition and profitability.

QUES 1 (B) True and false (attempt any 7 out of 10)

(7 Marks)

- 1) There may be poor organizational performance if the organization does not respond and adjust to the changes in environment.
- 2) The leaders should encourage employees to participate in the change process right from the initiation stage.
- 3) Laissez-faire style often involves following rules and regulations in totality.
- 4) Paternalistic leadership style aims at creating a family atmosphere within the organization.
- 5) The economic value orientation is towards power, influence and recognition.
- 6) There is a tendency on the part of managers to impose their preferences and priorities in the process of strategy formulation.
- 7) Members of the organization must get connected with the vision A vision statement should relate to the organization's core Statement.
- 8) True Goals are broader in nature as compared to objectives.
- 9) Professional management philosophy-False An analysis of financial resources would reveal the level of financial soundness.
- 10) Scenarios generated by experts or panels, picture future situations covering various dimensions of a society, industry or particular organization.



Q2 (15 marks)

- (A) What is strategic management? Explain the features of Strategic Management? (8 Marks)
(B) Explain the importance of Strategic Management? (7 Marks)

OR

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

Q3 (15 marks)

- (A) Explain the process of Strategic Management? (8 Marks)
(B) Elaborate the levels of strategy in strategic Management? (7 Marks)

OR

- (C) What do you understand by the term Mission, vision, and objective statement? Explain the importance of these terms? (8 Marks)
(D) What is SWOT ANALYSIS? Explain the SWOT analysis in detail. (7 Marks)

Q4 (15 marks)

- (A) What do you mean by Retrenchment Strategy? Explain the types of Retrenchment strategy? (8 Marks)
(B) What is internationalisation strategy? What are the strategic options to enter into the international market? (7 Marks)

OR

- (C) What are the steps of strategic evaluation process? (8 Marks)
(D) What are the steps of procedural implementation? Explain in detail. (7 Marks)

Q5 (15 marks)

- (A) What is BCG MATRIX? Give a detailed analysis of BCG Matrix? (8 Marks)
(B) Explain Porter's 5 FORCES model. (7 Marks)

OR

Short notes: (attempt any 3 out of 5)

(15 marks)

- (A) SWOT ANALYSIS
(B) Franchising strategy
(C) Acquisitions
(D) Turnaround strategy
(E) Mission statement