

SYBMS sem III Reg. Exam Oct-2018  
31/10/18

DURATION: 2 ½ HOURS.

TOTAL MARKS: 75

- Note: 1) All the questions are compulsory;  
2) Figures to the right indicate full marks



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**Q.1 (A) fill in the blanks (Any 8)**

- 1 Vision is shared across entire \_\_\_\_\_.  
(i) Organization (ii) Nation (iii) Society
- 2 Business is known to have \_\_\_\_\_ of objectives.  
(i) Unity (ii) hierarchy (iii) galaxy
- 3 \_\_\_\_\_ level strategy is a long term strategy.  
(i) Corporate (ii) Competitive (iii) Functional.
- 4 SWOT analysis is used at \_\_\_\_\_ interval.  
(i) frequent (ii) infrequent (iii) regular
- 5 Diversification is an example of \_\_\_\_\_ growth strategy  
(i) internal (ii) external (iii) environmental.
- 6 \_\_\_\_\_ strategy ensure that organisation selects the right person for right job  
(i) Human resource (ii) Marketing (iii) Finance
- 7 McKinsey's 7 S framework includes \_\_\_\_\_.  
(i) staff (ii) stage (iii) signal
- 8 PEST analysis is a tool of strategic \_\_\_\_\_.  
(i) analysis (ii) implementation (iii) evaluation.
- 9 Change Management is \_\_\_\_\_.  
(i) inevitable (ii) optional (iii) avoidable
- 10 Financial synergy puts capital to \_\_\_\_\_ use.  
(i) future (ii) optimum (iii) perfect

**Q.1 (B) True or false ( any 7)**

07

1. Mission represents business philosophy.
2. Goals address only financial issues of a company.
3. Functional level strategy is industry oriented
4. Environmental scanning is holistic exercise.
5. Turnaround is a team activity.
6. BCG model is applicable to single business firm.

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- 7. GE9 cell was developed by General motors.
- 8. Shared values are not the part of 7s Framework.
- 9. ROI is measure of marketing performance.
- 10. Resistance to change mostly physical.

- Q.2 a) What is business policy? Explain the nature and features of it. 7.5
- b) Explain briefly the different levels of strategy 7.5

OR

- Q. 2 c) Explain briefly the process of strategic management 7.5
- d) What is SBU? Explain its features. 7.5

- Q.3 a) Explain internal environment analysis of business. 7.5
- b) Explain SWOT analysis with an example. 7.5

OR

- Q. 3 c) Explain external environment analysis of business 7.5
- d) Explain in brief the types of business level strategies 7.5

- Q.4 a) Explain BCG Matrix as a technique of portfolio analysis with an example 7.5
- b) Write a note on Mckinsey 's 7S framework 7.5

OR

- Q. 4 c) What is Synergy? Explain the different types of Synergy 7.5
- d) Explain the different reasons for organizational change. 7.5

- Q. 5 Write Short notes on (any 3) 15
  - a) Vision
  - b) Human Resource strategy
  - c) Differentiation strategy
  - d) Management of change
  - e) GE's 9 cell matrix

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