

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. \_\_\_\_\_ can also be referred as strategic planning.
2. \_\_\_\_\_ are set for a definite period of time.
3. \_\_\_\_\_ strategy is a strategy to convert a loss making unit into a profitable one.
4. In case of \_\_\_\_\_ the company may adopt stability strategy.
5. \_\_\_\_\_ style of leadership is more followed in government departments.
6. When the organisation operates strategic control technique in a stable environment, it is called as \_\_\_\_\_
7. \_\_\_\_\_ involves subordinate managers in planning and controlling activities.
8. Nanus proposed an environment scanning technique called \_\_\_\_\_
9. When a firm focuses on one or few segments, it adopts a \_\_\_\_\_ strategy.
10. The \_\_\_\_\_ has orientation towards human welfare.

**B) True or False (any 7)**

07

1. A good plan should facilitate control.
2. Every firm should make efforts to minimise its weaknesses.
3. Integration strategy decreases the value of the shareholders.
4. Henry Mintzberg stated strategy-making pyramid model.
5. The leaders should encourage employees to participate in the change process right from the initiation stage.
6. A synergy is where the whole is greater than the sum of its parts.
7. Fear of unknown is one of the economic factors for resistance to change.
8. Acceptance of strategy is important for implementing the strategy effectively.
9. Paternalistic leadership style aims at creating a family atmosphere within the organisation.
10. Policies encourage disputes in the organisation.

Q.2 A. What is Business policy? Explain its Importance.

08

B. Nature and characteristics of Strategy.

07

OR

C. List down the process of Strategic Management.

08

D. What are the features of SBUs?

07

- Q.3 A. Explain the importance of Environment Scanning. 08  
B. Explain the reasons for adopting Growth strategy. 07  
OR  
C. Explain Turnaround strategy? List down its Essentials? 08  
D. What are the reasons for adopting Integration strategy? 07
- Q.4 A. Discuss General Electric's 9 Cell Matrix. 08  
B. Discuss the important procedural implementation requirements in strategy implementation? 07  
OR  
C. Write a note on McKinsey 7s framework. 08  
D. Explain the steps involved in strategic evaluation process. 07
- Q5. Short notes: (any three) 15  
i. Growth Strategy.  
ii. Vision.  
iii. BCG Matrix.  
iv. Leadership styles.  
v. Process of Management of Change.

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