

Program code: 2000531

Time: 2 Hours

Total Marks: 60

N.B:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

- Q. 1. (a) Explain the concept of Vision and Mission in strategic management. (15)  
(b) Enumerate the benefits of strategic management. (15)  
OR  
(c) Define strategic management. Elaborate the various financial strategies. (15)  
(d) Describe the components of macro business environment. (15)
- Q.2. (a) Explain any two alternative strategies under the formulation of strategies. (15)  
(b) Elucidate the SWOT analysis as a part of corporate portfolio analysis. (15)  
OR  
(c) Discuss the factors affecting strategic choice (15)  
(d) Explain the limitations of budgetary control. (15)
- Q.3. (a) Discuss the various external factors of corporate renewal strategies. (15)  
(b) What is Strategic Alliance? Explain its importance in India. (15)  
OR  
(c) Enumerate the problems of PPP model in India. (15)  
(d) Highlights on the contribution of IT sector in Indian business. (15)
- Q.4. A) Fill in the blanks with appropriate options. (5)
1. Strategy ----- is the final step of strategic management process.  
a) Formulation b) Implementation c) Evaluation d) Planning
  2. Supplier is a part of ----- factor of the business environment  
a) Internal b) Micro c) Macro d) Fixed
  3. ----- basically start for short term benefits  
a) Foreign collaboration b) Franchisee c) Diversification d) Joint venture
  4. In the full form of PPP includes one of the "P" is -----  
a) People b) Private c) Partner d) All of these
  5. ----- is a type of man-made disaster.  
a) Cyclone b) Earthquake c) War d) Flood
- Q. 4. B) State whether the following statements are True or False. (5)
- 1) Retrenchment strategies involve an extension in the scope of a corporation's activities.
  - 2) Business valuation is the first process of Merger and Acquisition.
  - 3) PERT/CPM is the traditional method of controlling.
  - 4) Franchising is one of the types of strategic alliance.
  - 5) Successful entrepreneurs take risks.

Q. 4. C) Match the Column.

(5)

Sr. no.	Group A	Group B
1)	Focused low cost	a) Toxic culture
2)	Turnaround strategy	b) Reduction of losses
3)	Internal cause of renewal	c) Mitigation
4)	Strategic alliance	d) Business level strategy
5)	Prevention disaster	e) Company profitable again

OR

Q4. Write Short notes on (Any Three)

(15)

- 1) Reason for Growth of KPO
  - 2) Operational reengineering
  - 3) Consequences of disaster
  - 4) Process of business start-up
  - 5) Make in India model
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