



Duration: 2 hours

Total Marks: 60

Note: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

- Q1 a. Define Strategic Management. Discuss briefly the process of strategic management. 15
b. "Strategy can be formulated on three different levels". Explain briefly

OR

With the help of examples, explain the various components of business environment in detail. 15

- Q2 a. Explain the turnaround strategy in detail. 15
b. Discuss General Electric (GE) Nine Cell Matrix as a technique of corporate portfolio analysis.

OR

What is budgetary control? Explain its advantages and limitations. 15

- Q3 a. What are the external factors influencing corporate renewal strategy? 15
b. Elaborate on the importance of the strategic alliance.

OR

Elucidate the advantages and limitations of the Information Technology sector in Indian business. 15

- Q4 A. Select the appropriate option and fill in the blanks 5

- 1) Dividend strategy is a ----- strategy.
(Marketing, Human Resource, Financial, Production)
- 2) ----- is a type of internal growth strategy.
(Merger, Acquisition, Foreign Collaboration, Diversification)
- 3) In ----- model there is a lack of cooperation on the part of the other party.
(Turnkey project, Turnaround, PPP, BCG)
- 4) For disaster response, financial support will be maintained through the -----
(Disaster Relief Emergency Fund, Disaster Remuneration Fund, Disaster Relief ecological Fund, Disaster Relief Environment Fund)
- 5) ----- is the fundamental radical design of business processes.
(Reconciliation, Retrenchment, Revolution, Reengineering)

Q4 B. State whether the following statements are True or False: 5

- 1 Mission is a statement on organisational philosophy.
- 2 ETOP is a technique used for analysing business environment.
- 3 Private Public Partnership projects facilitates in economic growth of nation.
- 4 Business Process Outsourcing is a part of Knowledge Process Outsourcing.
- 5 Natural disasters are bound by borders of a nation or a state.

Q4 C. Match the following: 5

- | | |
|---------------------------|---|
| 1 Functional Strategy | a. Riots |
| 2 Question marks | b. Promotion of entrepreneurship |
| 3 Strategic Alliance | c. High industry growth rate & Low market share |
| 4 Manmade disaster | d. Marketing Strategy |
| 5 Start-up India Movement | e. Joint Venture |

OR

Q4 Write Short Notes on : (Any 3) 5

- 1 Reasons for growing outsourcing in India.
 - 2 Operational Reengineering.
 - 3 Problems of disaster management.
 - 4 Business start-ups.
 - 5 Growth prospects in Make in India model.
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