

TYBBI sem VI Reg Exam April - 2018
strategic mgmt

Q. P. Code: 34215

TIME: 2 ½ hrs

19/4/18

MARKS : 75

- Notes : (i) All questions are compulsory
(ii) Figures to the right indicate full marks



- Q1A) Explain the various levels of strategy 08
Q1B) What is strategic management? Explain its significance in banking sector. 07
OR
Q1C) Explain briefly the process of strategic management. 08
Q1D) Discuss the various challenges to strategic management 07
Q2A) Explain the arguments against social responsibility of business 08
Q2B) List the different components of economic environment of business. 07
OR
Q2C) Explain the SWOT analysis with illustration 08
Q2D) Discuss how the banking sector has contributed towards the protection of ecological environment? 07
Q3A) Explain the advantages and limitations of the BCG matrix. 08
Q3B) What do you mean by mission statement? Explain its features. 07
OR
Q3C) What is meant by diversification? State and explain the different types of diversification. 08
Q3D) Explain the McKinsey Framework 07
Q4A) Discuss the role of leaders in strategic management. 08
Q4B) Explain the advantages and limitations of benchmarking. 07
OR
Q4C) Explain in detail, the concept of "Performance Gap Analysis in Banks" 08
Q4D) Explain the different types of organizational structures that can be followed by banks. 07
Q5 Write short notes (any 3) 15
1. Strategic Business Unit (SBU)
2. Triple Bottom Line
3. Downsizing in Banks
4. Responsibility Centres
5. Political Environment
