

Q.P. Code : 29342

(Time 2 Hours)

(Marks 60)

N.B.1. All the questions are compulsory

2. Figures to the right indicate full marks

- Q.1. a) Define strategic management. Explain the risks of strategic management. 15
b) Elaborate the various corporate level strategies

OR

- c) Elucidate the various functional strategies in brief
d) With help of diagram explain the components of external environment

- Q.2. a) Explain the stages of strategic formulation 15
b) Describe in detail BCG matrix.

OR

- c) Elucidate the problems of strategic implementation
d) Explain the importance of strategic evaluation

- Q.3. a) Describe the various causes of corporate renewal 15
b) Explain the types of Indian strategic alliances with help of examples

OR

- c) What are the governing strategies of PPP model (Public Private Participation)?
d) Describe the contributions of IT sector in Indian Business.

- Q.4. A) Fill in the blanks with appropriate options: 5

- 1) ----- statement answers the question "where we want to be".
a) Mission b) Vision c) Objective d) None of these
- 2) ----- strategy is one of the business level strategies
a) Differentiation b) Human resource c) Financial d) Value Creating
- 3) A ----- is characterized by the purchased of a smaller company by a larger one.
a) Merger b) Joint Venture c) Takeover d) None of these
- 4) ----- is/are the most common reasons for restructuring a company
a) Downsizing b) Technology c) Buy outs d) All of these

- 5) Full form of KPO is ----- Process Outsourcing.
a) Known b) Kotak c) KPO d) Knowledge

B) State whether the following statements are true or false:

1. The promoter should have far sight vision to forecast opportunities.
2. Acquisition in a general term means sell of ownership in the property.
3. Divestment usually involves eliminating a portion of a business.
4. A defective strategy of the company is one of the external causes of renewal.
5. 'Radical' is one of the key words in the definition of BPR.

C) Match the Pairs

Group A

1. Goal
2. Merger
3. Affiliate Marketing
4. Culture Gap
5. Be Brave

Group B

- a) Kotak & ING Vysya bank
- b) Start-up strategy
- c) Problem of PPP
- d) Realistic
- e) Strategic Alliances

OR

4. Write short notes on (any three)

- a. BPO in India.
- b. Operational Reengineering
- c. Consequences of Disaster
- d. Make in India Model
- e. Challenges Start-up business
