

Time: 2.30 Hrs

Marks: 75

N.B.:-

1. All questions are Compulsory
2. Figures to the right indicate full marks

Q1. A. State whether the following statements are True or False (Any Eight)**08**

1. Corporate Level of strategies are formulated by the Top level management.
2. BCG matrix studies Economic growth rate.
3. Strength is an inherent capacity, which can be used for developing strategic advantage.
4. Diversification strategy is adopted when all the efforts to bring the company back to profitability is futile.
5. All the decisions related to manpower planning, compensation, transfers, appraisal system, etc. are a part of Human resource plans and policies.
6. Benchmarking enables companies to compare key metrics to other business in the industry.
7. Gap analysis compares the gap between an organisation's actual performances against its potential performance.
8. Strategic Evaluation and control is the last step in the strategic management process.
9. Functional structure is used in large organisations that operate in a wide geographic area like banks.
10. SWOT stands for Services, Worldwide Optimization, and Transport.

Q1.B. Match the following (Any Seven)**07**

	A		B
1	Business Level Strategies	a	Strategic Leader
2	Low market share and low growth	b	International Benchmarking
3	Component of Social environment	c	Performance Benchmarking
4	Expansion Strategies	d	Financial plans and policies
5	Large company that operates as an independent enterprise.	e	Matrix Structure
6	Hybrid of divisional and functional structure	f	Strategic Business Unit structure
7	Decisions related to Capital structure, procurement of funds	g	Diversification
8	Giving numerical standards to a key process or product.	h	Education
9	Role of innovator, analyst, organizer	i	Dogs
10	Identifies and analyses the best practitioners elsewhere in the world.	j	Top level Management

Q2.

A Define Strategic Management. Explain the process of Strategic Management. 08

B Explain the principles of a good strategy. 07

OR

C Explain the need and importance of Strategic Management. 08

D Explain various elements of Strategic Management. 07

Q3.

A Explain various components of Strategic Management Environment. 08

B Explain the importance of Environment scanning. 07

OR

C Explain various corporate level strategies. 08

D Explain the various factors that affect Strategic choice. 07

Q4.

A Explain the various Models of Strategy Implementation. 08

B Explain the Nature of Strategic Implementation. 07

OR

C Explain the advantages and disadvantages of Gap Analysis. 08

D Explain the features of Evaluation. 07

Q5.

A Explain the steps in Strategic Control. 08

B Explain the various techniques of Evaluation and control. 07

OR

Write Short notes on (Any 3) 15

A Note on Social Responsibility.

B Note on Strategic Decision Making

C Note on Strategic Analysis

D Barriers to Strategy Implementation

E Role of Information System.
