

Duration: 2 hours

Marks: 60

Note: 1) All questions are compulsory and carries 15 marks each.
2) Figures to the right indicate full marks.

- Q1. a) What is strategic management? Explain the risks of strategic management. 15
b) Describe briefly any one level of strategies of a business unit.
OR
c) Explain the various financial strategies of a business organisation. 15
d) Write a note on environmental scanning.
- Q2. a) Discuss "Diversification as an alternative strategy of internal growth of a business firm". 15
b) Describe BCG matrix as a technique of corporate portfolio analysis.
OR
c) Explain the challenges faced by the management in resource allocation. 15
d) What is budgetary control? What are its advantages?
- Q3. a) What is corporate restructuring? Discuss the causes of corporate renewal strategies. 15
b) Explain the problems of Indian strategic alliance.
OR
c) What is PPP Model? Discuss the governing strategies of PPP model. 15
d) Explain the limitations of Information Technology in business.
- Q4. A) Select the appropriate option and fill in the blanks: 5
1. The term 'Strategy' is taken from the ----- word 'Strategos'.
a) Greek b) Latin c) French d) Japanese
2. ----- Environment relates to human population with reference to its size, density, age, literacy rate etc.
a) Economic b) Political c) Demographic d) Legal
3. Sony-Erickson is one of the famous example of a -----
a) Franchising b) Diversification c) Joint-venture d) Divestment
4. Faulty Pricing Strategy is the ----- related causes of Corporate Renewal.
a) Production b) Management c) Human Resource d) Finance
5. In BPR "R" stand for -----
a) Re-engineering b) Relative c) Re-organise d) None of these
- B) State whether the following statements are True or False: 5
1. The analysis of external business environment helps to identify the strength and weakness of an organisation.
2. The red zone in GE Nine Cell matrix indicates 'Go ahead' with growth strategy.
3. The strategic management process is meaningless without strategic evaluation and control.
4. Information Technology is useful in every phase of strategic management.
5. The national manufacturing policy under Make in India Model helps in overcoming industrial sickness.

C) Match the Following:

- 1) Dividend strategy
- 2) Liquidation Strategy
- 3) Joint Venture
- 4) Online trading
- 5) KPO

- a) Closing of business unit
- b) Type of Strategic Alliance
- c) Contribution of IT Sector
- d) Outsourcing of knowledge based services
- e) Financial Strategy

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OR

Q4. Write Short Note on: (any 3)

- 1. Reasons for growth of BPO in India
- 2. Business Process Reengineering
- 3. Cope up strategies of Disaster management
- 4. Challenges of business Start-ups
- 5. Make in India Model

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