

Q.2 A) Explain the need and significance of strategic management in organizations. 08

B) Discuss the principles of good strategy. 07

OR

C) Explain the different levels of strategy 08

D) Explain the GE planning grid in detail. 07

Q.3 A) Discuss briefly the process of strategic choice. 08

B) Explain the need and importance of environment scanning. 07

OR

C) Discuss the impact of legal factors in strategic management. 08

D) Explain the components of micro environment of business. 07

Q.4 A) What do you mean by Integration? Discuss the features. 08

B) Explain the advantages and limitations of internationalization. 07

OR

C) Discuss the advantages and limitations of concentration strategies. 08

D) Discuss the types of corporate level strategies. 07

Q.5 A) Explain the types of benchmarking. 08

B) What are the advantages and limitations of Gap analysis. 07

OR

Write short notes (any three) 15

1. Barriers to strategy Evaluation

2. Types of strategic control

3. Matrix structure

4. Role of strategic leader.

5. Digitalization strategies
