

Time: 2:30Hrs

Max. Marks: 75

Instructions: (a) All questions are compulsory subject to internal choice.
(b) Figure to the right indicates marks.

Q1. A. State whether the following statements are True or False (Any Eight) 8 Marks

1. The origins of Strategic Management can be retraced to 1938.
2. Strategic management is an important part of any business which helps with strategy formulation and business decisions.
3. Stars symbolizes growth in BCG matrix.
4. Cultural values are a part of natural factors in macro environment.
5. Competitive advantage can best be described as perfect competition in the market.
6. Evaluation of Strategy is one of the elements of strategic management.
7. The foundation of blue ocean strategy is Value Innovation.
8. Low cost, Differentiation and Focus are examples of Business Strategies.
9. The process of identifying and addressing ethical issues that arise in an organization is known as Ethical Decision Making.
10. A mission statement should be aligned with the company's values and goals.

Q1.B. Fill in the blanks from the option given: (Any Seven) 7 Marks

1. Strategic Management is the management of an organization's resources to achieve its _____.
(Financial needs, Goals and Objectives, Competitive Advantage, Market Share)
2. Marketing strategy is a _____ type of strategy.
(Functional, Corporate, Business, Growth)
3. What is the starting point of strategic intent?
(Goals, Vision, Objectives, Mission)
4. _____ is not a recognized element of corporate strategy.
(Competitive Advantage, Closure, Acquisition, Divestment)
5. _____ strategy is often considered as an entrepreneurial strategy.
(Expansion Strategy, Retrenchment Strategy, Combination Strategy, Stability Strategy)
6. According to the BCG matrix SBU comprising products in an attractive industry but representing little market share would be referred to as _____.
(A Star, A Dog, A Cash Cow, A Question Mark)
7. Functional strategies are sometimes called _____.
(Process Strategies, Corporate Strategies, Business-unit level Strategies, Operational Strategies)
8. _____ can be defined as the alignment of business operations with social values.
(Corporate Governance, Corporate Social Responsibility, Business Policy, Sustainability)
9. _____ is the collection of managerial decisions and actions that determine the long-run performance of an organization.
(Planning, Leadership, Strategic Management, Corporate Management)
10. The corporate level is where top management directs _____.
(All employees for orientation, Overall strategy for the entire organization, its efforts to stabilize recruitment needs, Overall sales projection)

Q2.

- A Define Strategic Management. Explain the importance of Strategic Management. (7)
- B Explain the various Models of Strategic Management. (8)

OR

- A. Explain the importance of Politics in Strategic Management. (7)
- B. Explain various elements of Strategic Management. (8)

Q3.

- A. Discuss the impact of Legal factors in Strategic Management (7)
- B. Explain the importance of Environment scanning. (8)

OR

- C. Explain in detail about corporate level strategies. (7)
- D. Explain the various factors that affect Strategic choice. (8)

Q4. Explain the various Models of Strategy Implementation. (7)

- A. Explain the Nature of Strategic Implementation. (8)

OR

- B. Explain in detail about Gap Analysis. (7)
- C. Explain the importance of Evaluation. (8)

Q5. Explain the steps in Strategic Control. (7)

- A. Explain the various techniques of Evaluation and control. (8)

OR

Q5. WRITE SHORT NOTES ON (Any 3)

15 Marks

- A. Note on SWOT Analysis.
- B. Levels of Strategic Management
- C. Note on Strategic Analysis
- D. Barriers to Strategy Implementation
- E. Note on Benchmarking.
