

Time: 2:30Hrs

Max. Marks: 75

- N.B. 1. All Questions are compulsory
2. Figure to right indicate full marks

Q.1) (A) State the following statement are True or False (Any Eight) (8)

1. Benchmarking is a tool to identify the gaps in the process to improve and enhance performance
2. Performance gap analysis compares the gap between an organization's actual performance and its past performance
3. Gap Analysis was widely adopted by financial institutions during the 1980s when used to manage interest rate risk, it was used in duration analysis
4. Organization structure is the pattern in which the various parts of the organization are interrelated.
5. Strategic management process is incomplete without strategic evaluation
6. No change is type of stability strategy
7. The process of strategic evaluation provides information and experience to the strategist required to prepare new plans
8. The political system can have an impact on the taxation system of the country
9. Objectives of SBU's are set at business level strategy
10. SWOT analysis is not necessary for the growth and survival of the business enterprise

Q.1) (B) Match the following (Any Seven) (7)

| Group A | Group B |
|----------------------------------|---|
| 1. Process benchmarking | a. Acquisition of competitors |
| 2. Growth Strategies | b. Adding new lines of business |
| 3. Retreat/Retrenchment strategy | c. Functional Activities |
| 4. Environment scanning | d. Science of morality |
| 5. Campaign finance | e. Funds to promote political (election) parties |
| 6. Strategic benchmarking | f. Turnaround strategy |
| 7. Political environment | g. Strength, Weakness, Opportunities, Threat Analysis |
| 8. Horizontal integration | h. Judiciary |
| 9. Ethics | i. Expansion |
| 10. Diversification | j. Core competencies |

- Q.2 (a) Define strategic management? Explain elements & process of strategic management? 8
(b) Explain the different levels of strategy. 7
OR
- Q.2 (c) Explain the GE Planning grid in detail? 8
(d) Explain the components of micro environment of business 7
- Q.3 (a) Explain the importance of strategic management in organization? 8
(b) Explain the tools & techniques of strategic analysis. 7
OR
- Q.3 (c) Describe the different types of corporate level strategies. 8
(d) Explain the social responsibilities of business towards different stakeholders. 7
- Q.4 (a) Discuss the cardinal and chief principles of good strategy. 8
(b) What do you mean by BCG Matrix and explain with the help of suitable examples? 7
OR
- (c) Discuss the components, elements and different aspects being considerate by macro environment of business. 8
(d) Explain the 7 S Mckinsey Framework? 7
- Q.5 (a) What do you mean by Benchmarking and explain its process? 8
(b) Explain the Michael porters five force framework model of competitive Advantage 7
OR
- Q.5 Write notes on (Any 3) 15
1. SWOT Analysis
2. National and global business environment
3. Challenges to strategic Management
4. Strategic Business Unit (SBU)
5. International Entry Modes
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