

[Time: 2 ½ Hours]

[Total Marks: 75 Marks]

- All questions are compulsory with internal choice
- Figures to the right indicate marks.

Q.1. A. Multiple Choice Question: [Answer any eight]

[08]

1. What is the primary focus of strategic management?
 - A) Operational efficiency
 - B) Long-term organizational goals
 - C) Financial reporting
 - D) Human resources management
2. Which level of strategic management focuses on overall organizational direction?
 - A) Corporate level
 - B) Business level
 - C) Functional level
 - D) Operational level
3. What is benchmarking primarily used for?
 - A) Setting employee goals
 - B) Comparing performance against best practices
 - C) Analyzing financial statements
 - D) Conducting SWOT analysis
4. What role does an information system play in strategic management?
 - A) It provides financial data only.
 - B) It supports decision-making and communication.
 - C) It eliminates the need for strategy.
 - D) It focuses solely on operational efficiency.
5. In the model of strategy implementation, the behavioral aspect focuses on:
 - A) Organizational structure
 - B) Employee motivation and culture
 - C) Financial management
 - D) Operational processes
6. The process of strategic choice involves:
 - A) Only choosing the best financial option
 - B) Selecting the most feasible strategy among alternatives
 - C) Deciding on employee promotions
 - D) Implementing operational tactics

7. Which of the following is a barrier to strategy implementation?
- A) Clear communication
 - B) Resistance to change
 - C) Supportive leadership
 - D) Adequate resources
8. Which of the following is an example of diversification?
- A) Acquiring a competitor in the same industry
 - B) Launching a new product line unrelated to existing products
 - C) Expanding into international markets
 - D) Increasing market share in a current market
9. What is the purpose of environmental scanning in strategic management?
- A) To analyze internal resources
 - B) To evaluate employee performance
 - C) To identify external opportunities and threats
 - D) To assess financial statements
10. SWOT analysis is used to evaluate:
- A) Strengths and weaknesses only
 - B) Strengths, weaknesses, opportunities, and threats
 - C) Only external factors
 - D) Financial performance
- Q.1. B. State whether the following statements are true or false: [Answer any Seven] [07]
- 1. The political environment is a crucial factor in strategic management.
 - 2. Environmental scanning only assesses internal factors of the organization.
 - 3. Corporate-level strategy is concerned with the overall direction of the organization.
 - 4. A principle of good strategy is to avoid setting clear objectives.
 - 5. Diversification involves expanding into unrelated business areas.
 - 6. Information systems play a vital role in supporting decision-making and facilitating communication in strategic management.
 - 7. The strategic choice process only considers financial options.
 - 8. Financial analysis is the only type of strategic control used in organizations.
 - 9. Resistance to change is a common barrier to effective strategy implementation.
 - 10. The behavioral aspect of strategy implementation focuses on organizational structure only.

- Q.2. A. List and explain the various levels of strategic management. [7.5]
B. Explain the process of strategic management. [7.5]
OR
- Q.2. A. Describe the different models of strategic management. [7.5]
B. How can a company apply the principles of good strategy in its decision-making process? [7.5]
- Q.3. A. Define environmental scanning in the context of strategic management. [7.5]
B. Explain the role of politics in strategic management. [7.5]
OR
- Q.3. A. How do social, political, and technological forces affect an organization's strategic decisions? [7.5]
B. How can businesses adapt their strategies in response to changes in the national or global environment? [7.5]
- Q.4. A. Analyze the factors that influence the strategic choice process. [7.5]
B. Explain the various corporate-level strategies? [7.5]
OR
- Q.4. A. Create a model that integrates structural, behavioral, and functional aspects for a cohesive strategy implementation. [7.5]
B. Explain the process of the strategy implementation? [7.5]
- Q.5. A. What are the different types of strategic control? [7.5]
B. Explain the various techniques of Evaluation and Control. [7.5]
OR
- Q.5. Short Notes: [Any Three] [15]
1 Key elements of strategic management
2 Social Responsibility
3 Process of Strategic Choice.
4 Role of Information System.
5 Impact of Legal Factors in Strategic Management
