

(Time: 2½ Hour)

(Total Marks :75)

N.B.:-

1. All questions are Compulsory

2. Figures to the right indicate full marks

Q1. (A). State whether the following statements are True or False: (Any Eight) (08)

1. The changes in the country's Political stability affects business functioning.
2. Competitors, customers and market intermediaries are components of External Environment.
3. Pause/Proceed Strategy is a type of Stability Strategy
4. CEO and Board of Directors are responsible for Top Level Strategies
5. Strategy Articulation is the last step in the process of strategic implementation.
6. Turnaround strategy is a type of expansion strategy.
7. Integration means combination of business that are separate but complementary to each other.
8. Adam Smith describes competition as an invisible hand that guides economy.
9. Competitors move does not affect our business
10. Internationalization is a type of stability strategy.

Q1. (B). Match the following (Any Seven) (07)

Group 'A'	Group 'B'
(1) Strategic Evaluation	(a) Stars
(2) Social responsibilities towards Government	(b) General Environment
(3) Business Level Strategies	(c) Present Strategy
(4) Macro Environment	(d) development of new product
(5) No Change Strategy	(e) improves performance
(6) High Growth -High Market Share	(f) Final step of Strategic management process
(7) Process Benchmarking	(g) Pay regular Taxes
(8) Heterogeneous Diversification	(h) Conglomerate
(9) Benchmarking	(i) Identifies how others perform the same functional task
(10) Horizontal Diversification	(j) Corporate Managers

Q2. (A) Explain Strategic Management and features of Strategic Management. (08)

(B) Explain the GE Planning Grid in detail. (07)

OR

(C) Explain the different Levels of Strategic Management. (08)

(D) Explain strategic decision making and its approaches. (07)

- Q3. (A) Explain the components of Operating Environment of Business. (08)
(B) Discuss the impact of legal factors in Strategic Management. (07)

OR

- (C) Discuss briefly the process of Strategic Choice. (08)
(D) Discuss the Challenges and Advantages of Technology to Business. (07)

- Q4. (A) Explain Internationalisation and types of International Strategies. (08)
(B) Discuss Strategic Implementation and Process of Strategic Implementation. (07)

OR

- (C) Explain the types of Retrenchment and Combination Strategies. (08)
(D) Discuss Strategic Leadership and various roles of leadership as key drivers of strategy. (07)

- Q5. (A) Explain Benchmarking and Types of Benchmarking. (08)
(B) Explain Gap Analysis, and Process of Gap Analysis. (07)

OR

- (C) Short Notes (Any three) (15)

1. McKinsey 7- S Frame work
2. Role of Competition
3. Stability Strategies
4. Types of Control
5. Formal Structured Approach

OR