(Tim	e: 2½ Hour)	(Total Marks :75)
N.B.	-	
	1. All questions are Compulsory	HO-
	2. Figures to the right indicate full m	arks and to each on the offered supplied the
		Deciments Challenger and Advantages
Q1.	(A). State whether the following statemer	nts are True or False: (Any Eight) (08)
	1. The changes in the country's Politic	cal stability affects business functioning.
	Competitors, customers and mark Environment.	et intermediaries are components of External
	3. Pause/Proceed Strategy is a type of	Stability Strategy
	4. CEO and Board of Directors are res	sponsible for Top Level Strategies
	5. Strategy Articulation is the last step	in the process of strategic implementation.
	6. Turnaround strategy is a type of exp	
	7. Integration means combination of b	business that are separate but complementary to
	each other.	Paragraph
	8. Adam Smith describes competition	as an invisible hand that guides economy.
	9. Competitors move does not affect of	our business
	10. Internationalization is a type of stab	pility strategy.
		En Short Sours (Am) threes -
Q1. (B). Match the following (Any Seven)	Share an an engly salitzade at (07)
		Likele of Evg a life
	Group 'A'	Group 'B'
	(1) Strategic Evaluation	(a) Stars
	(2) Social responsibilities towards	(b) General Environment
	Government	(c) Present Strategy
	3) Business Level Strategies	(d) development of new product
	4) Macro Environment	(e) improves performance
	5) No Change Strategy	(f) Final step of Strategic management
(6) High Growth -High Market Share	process
(7) Process Benchmarking	(g) Pay regular Taxes
(8) Heterogeneous Diversification	(h) Conglomerate
(9) Benchmarking	(i) Identifies how others perform the same
(10) Horizontal Diversification	functional task
		(j) Corporate Managers
	A) Explain Strategic Management and fe	
((B) Explain the GE Planning Grid in detail	1. (07)
	OR	
((C) Explain the different Levels of Strategic	c Management. (08)
(I	 Explain strategic decision making and i 	its approaches. (07)

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Paper / Subject Code: 44305 / Strategic Management

Q3. (A) Explain the components of Operating Environment of Business.	(08)
(B) Discuss the impact of legal factors in Strategic Management.	(07)
OR vioelanma 2 ra anglisa in A.T	
(C) Discuss briefly the process of Strategic Choice.	(08)
(D)Discuss the Challenges and Advantages of Technology to Business.	(07)
(A) A series herber at the horizon and brief or late () and brief or late ()	10
Q4. (A) Explain Internationalisation and types of International Strategies.	(08)
(B) Discuss Strategic Implementation and Process of Strategic Implementation.	(07)
OR to stylen at the same of th	
(C) Explain the types of Retrenchment and Combination Strategies.(D) Discuss Strategic Leadership and various roles of leadership as key drivers of	(08)
strategy. Strategy is a strategy in a strategy in a strategy of the strategy in a stra	(07)
Q5. (A) Explain Benchmarking and Types of Benchmarking.	(08)
(B) Explain Gap Analysis, and Process of Gap Analysis.	(07)
OR Description of the second o	()
10. Into gamonific the next to be before stances.	
(C) Short Notes (Any three)	(15)
1. McKinsey 7- S Frame work	100
2. Role of Competition	
3. Stability Strategies	
4. Types of Control	
5. Formal Structured Approach	
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and a standard of the standard	
10) Hermontal Discussion Sensitional Lyn (i) Corporate of the core	
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