

Time:-2 ½ Hours

Total Marks:-75

- Note: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1 (A) Choose the correct alternative from the options given below:- (Any 8) (8)

1. The primary objective of strategic management is to _____.
 - a) Maximize employee satisfaction
 - b) Achieve organizational goals and objectives
 - c) Maintain daily operations
 - d) Reduce production cost
2. _____ is the first step in the strategic management process.
 - a) Strategy implementation
 - b) Strategy formulation
 - c) Environmental scanning
 - d) Strategy evaluation
3. _____ is a part of Porter's Five Forces Model.
 - a) Bargaining power of suppliers
 - b) Leadership style
 - c) Corporate social responsibility
 - d) Employee turnover
4. Strategic intent is a _____ factor affecting strategic choice.
 - a) Personal
 - b) Objective
 - c) Internal
 - d) External
5. Research and Development, innovation, etc. is part of _____ environment.
 - a) Political
 - b) Social
 - c) Economical
 - d) Technological
6. The strategy where a firm focuses on maintaining its current market share and operations without major changes is called _____.
 - a) Growth strategy
 - b) Retrenchment strategy
 - c) Stability strategy
 - d) Diversification strategy
7. Strategy implementation starts with strategy _____.
 - a) Communication
 - b) Validation
 - c) Articulation
 - d) Engagement
8. Which of the following is a barrier to strategy implementation?
 - a) Clear communication
 - b) Resistance to change
 - c) Supportive leadership
 - d) Adequate resources

OR

Q5. (C) Write short notes on: (Any 3)

(15)

- a) The McKinsey 7s Framework
- b) SBU
- c) Digitalization strategies
- d) Gap Analysis
- e) Social Responsibilities of Business
