

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. SWOT analysis is used to evaluate _____.

- a) Strengths and weaknesses only
- b) Strengths, weaknesses, opportunities and threats
- c) Only external factors
- d) Financial Performance

9. Strategy implementation starts with strategy _____.

- a) Communication
- b) Validation
- c) Articulation
- d) Engagement

10. _____ is also called as an unrelated diversification.

- a) Horizontal
- b) Vertical
- c) Concentric
- d) Conglomerate

B. State whether the following are True or False: (Any 7)

(7)

1. The word "strategy" is derived from the Greek word "strategos".
2. Economics of scale is a limitation of international trade.
3. Competitive advantage can best be described as perfect competition in the market.
4. BCG matrix is also known as Growth share matrix.
5. Market development concentrates on gaining additional share of firms existing markets using the existing product.
6. Concentration strategies have high initial risk.
7. GAP analysis is a way to assess interest rate risk or liquidity risk.
8. Organization structure is the pattern in which the various parts of the organization are interrelated.
9. Diversification involves expanding into unrelated business areas.
10. The last action that is required for putting a strategy into operation is its institutionalization.

Time:-2 ½ Hours

Total Marks:-75

Note: All questions are compulsory.

Figures to the right indicate full marks.

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

1. Mission, vision, policies are a part of the _____ environment.

- a) Internal
- b) External
- c) Subjective
- d) Objective

2. _____ is a part of Porter's Five Forces Model.

- a) Bargaining power of suppliers
- b) Leadership style
- c) Corporate social responsibility
- d) Employee turnover

3. _____ are characterised by high market share and high market growth rate.

- a) Star
- b) Dogs
- c) Cash Cows
- d) Question marks

4. _____ is the first step in the strategic management process.

- a) Strategy implementation
- b) Strategy formulation
- c) Environmental scanning
- d) Strategy evaluation

5. The main aim of the _____ laws is to maintain fair competition in the market and avoid monopolistic tendencies.

- a) Consumer protection
- b) Employee Protection
- c) Competition
- d) Labour

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

Q2. A) What is strategic management. Explain the importance of strategic management in organization. (8)

B) What is strategy? State the principles of good strategy. (7)

OR

Q2. C) Explain the GE planning grid in detail. (8)

D) Explain the different levels of strategy. (7)

Q3. A) Explain the components of micro environment of a business. (8)

B) Discuss the impact of legal factors in strategic management. (7)

OR

Q3. C) Explain SWOT analysis in detail with example. (8)

D) Discuss briefly the process of strategic choice. (7)

Q4. A) Explain the advantages and limitations of internationalisation. (8)

B) Explain the types of corporate level strategies. (7)

OR

Q4. C) Explain the process of strategy implementation. (8)

D) Explain the types of benchmarking? (7)

Q5. A) What are the different types of strategic control? (8)

B) Discuss the barriers to strategic evaluation. (7)

OR

Q5. Write short notes on: (Any 3) (15)

1. Role of strategic leader
2. Social responsibilities of business
3. Digitalization strategies
4. Green Banking
5. GAP Analysis
