

Duration: 2 ½ Hours

Max Marks: 75

**NOTE:**

- i. All questions are compulsory.
- ii. Figures to the right indicate full marks.
- iii. Draw neat and clean diagram wherever necessary.

**Q.1 a) Match the Following: (Any 8)****(8)**

	Column A		Column B
1	Seiri	A	Making profit
2	Core Activities	B	Part of business organisation
3	Business format franchising	C	Causes of industrial sickness
4	Conceptual Style	D	1985
5	Business Goals	E	Low success rate of BIFR
6	Strategic business units(SBU'S)	F	Short term liquidity problems
7	Bad strategy and policy	G	Brainstorming of alternatives
8	SICA	H	Retain
9	Late reporting of sickness	I	Pizza
10	Selling of sick unit	J	Sort

**Q.1 b) State whether the following statements are True or False. (Any 7)****(7)**

1. Business growth is not a homogenous process.
2. Spin-off is another version of survival strategy.
3. An appropriate product mix may cause sickness to an industry.
4. BIFR is replaced by NCLT.
5. Turnaround and downsizing are one and the same.
6. TQM follows a bottom up approach.
7. External consultants are not at all required in BPR team.
8. 90% of turnaround strategies adopted by organization turn into success.
9. BPR is a one-time activity.
10. Venture capitalist is the source of debt capital.

**Q.2 a) What is business objectives? Explain the different types of business objectives.****(8)****b) What is Business Strategy? Explain the importance of business strategy.****(7)****OR****Q.2 c) Define Growth strategy. Explain external growth strategies.****(8)****d) What is Turnaround management? Explain the indicators of successful turnaround.****(7)**



- Q.3 a)** What is Industrial sickness? Explain the signals of industrial sickness. (8)  
**b)** What is TQM? Explain the 6 C's of TQM. (7)

OR

- Q.3 c)** What is BIFR? What are the various measures taken by BIFR? (8)  
**d)** What Business Restructuring? Explain its types. (7)

- Q.4 a)** What is JIT? Explain its advantages and disadvantages. (8)  
**b)** What is Free lancing? Explain its characteristics. (7)

OR

- Q.4 c)** Explain the present status of start-ups in India. (8)  
**d)** Explain the 5's principles of KAIZEN and its benefits. (7)

- Q.5 a)** Explain various personal characteristics of turnaround management team. (8)  
**b)** Explain steps involved in successful turnaround strategy. (7)

OR

- Q.5 Write short notes on: (Any 3)** (15)  
a) SOHO  
b) Flowcharts  
c) SICA  
d) Role of CEO in turnaround management process  
e) Ansoff matrix

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