

- N.B. (1) All questions are compulsory.
(2) Figures to the right indicate marks for respective sub questions.

Q.1) A Choose correct alternative in each of the following.(Any 8) (08)

- (i) Strategic management requires _____ approach.
(a) Isolated (b) Integrated
(c) Separate
- (ii) Strategies can be broadly classified into _____ levels.
(a) Three (b) Two
(c) Four
- (iii) _____ can be also referred as strategic planning.
(a) Strategy implementation | b | Strategy formulation
(c) Strategy evaluation
- (iv) _____ is formed on the basis of co-operation.
(a) Joint ventures (b) Strategic alliances
(c) Both
- (v) Product expansion is a _____ strategy.
(a) Growth (b) Stability
(c) Retrenchment
- (vi) Divisional structure is used in _____ companies.
(a) Small (b) Large
(c) Medium
- (vii) _____ model assumes that subordinates are passive.
(a) Elite (b) Process
(c) Rational
- (viii) System modeling is associated with _____ control.
(a) Premise (b) Leap
(c) Implementation
- (ix) _____ is time bound.
(a) Mission (b) Vision
(c) Goal
- (x) When a firm outperforms its competitors by offering products and services at lower cost it is said to use _____ strategy.
(a) Cost leadership (b) Differentiation
(c) Functional

Q.1) B Match the following (Any 7) (07)

Group A

- 1) Stability
- 2) Growth
- 3) Planning model
- 4) Strategic choice
- 5) Porter 5 focus
- 6) GE nine cell matrix

Group B

- 1) Systematic approval
- 2) Intensity of competition
- 3) Multi product business
- 4) Profit strategy
- 5) SMART

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|------------------------------|--|
| 7) SBU | 6) Systematic & continuous data collection |
| 8) Goals | 7) Strategy decision making |
| 9) Systematic approach | 8) Increase in size of business |
| 10) Model of strategy making | 9) Industry attractiveness & business strategy |
| | 10) Selecting a suitable strategy |

- Q.2) Answer the following questions.
- (A) What is strategic management? State in detail the process of strategic management. (8)
- (B) State the importance of SBU. (7)
- OR
- (C) Explain Business policy and its importance. (8)
- (D) Elaborate Strategic Intent. (7)
- Q.3) Answer the following questions.
- (A) Discuss SWOT analysis with help of corporate example. (8)
- (B) Explain in brief analysis /factors of internal environment. (7)
- OR
- (C) State functional level strategies. (7)
- (D) Explain PESTLE analysis. (8)
- Q.4) Answer the following questions.
- (A) Discuss Michael Porters 5 forces. (8)
- (B) Explain steps of Strategy Implementation. (7)
- OR
- (C) Explain Strategy Implementation? Elaborate Process Implementation. (7)
- (D) What is Synergy? Explain types of Synergy. (8)
- Q.5) Write short notes (any 3) (15)
- 1 Differentiation strategy
 - 2 BCG matrix
 - 3 Strategy evaluation
 - 4 Process implementation
 - 5 Change management
