

Q.P. Code :22045

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

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

Q.1

A) Fill in the blanks. **(Any 8)**

08

- 1) ----- are guides to decision making and address repetitive situations.
 - a) Strategies
 - b) Business policies
 - c) Business models
- 2) ----- synergy ensures that two departments do not work on the same product aspects.
 - a) Operational
 - b) Financial
 - c) Functional
- 3) ----- strategies ensure that organization selects the right person for the job at the right time.
 - a) Human resource
 - b) Marketing
 - c) Production
- 4) ----- integration occurs when a producing firm starts undertaking the marketing & distribution of the same product.
 - a) Backward
 - b) Horizontal
 - c) Forward
- 5) Stability, Growth, Retrenchment etc. are types of ----- level strategies.
 - a) Business
 - b) Functional
 - c) Corporate
- 6) ----- environment consists of larger factors like political, economic, and social etc. that affect the firms.
 - a) Business
 - b) Internal
 - c) Macro

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- 7) ----- developed the 'five force model' that determine industry structure.
 - a) Michael Porter
 - b) Ansoff
 - c) BCG

- 8) ----- strategy aims to reduce the size, diversity, markets or products of an organizations.
 - a) Diversification
 - b) Market development
 - c) Retrenchment

- 9) ----- and threats are external factors over which the business has no control.
 - a) Strengths
 - b) Opportunities
 - c) Weaknesses

- 10) ----- quadrant in BCG matrix represents business units having a large market share in a mature industry.
 - a) Cash cows
 - b) Stars
 - c) Question mark

- B) State whether True or false (any 7) 07
 - 1) Corporate strategies are usually developed by the lower level management.
 - 2) The measurement of performance must be done at the right time else the evaluation will not meet its purpose.
 - 3) Bargaining power of buyers refers to the potential of suppliers to increase the prices of inputs.
 - 4) Performance gap analysis identifies gaps between the actual & desired performance.
 - 5) Break –even analysis & budgetary control are financial controlling techniques.
 - 6) Strategy, structure & systems are the soft elements in the McKinsey 7s model.
 - 7) Selling products outside domestic markets is 'internationalization'.
 - 8) Concentric diversification is when a firm enters a totally new area or business.
 - 9) In stability strategy, the firm chooses to introduce new products in current markets.
 - 10) Market penetration is a type of growth strategy.

- Q.2 08
 - A. Explain the various aspects of 'Strategic Intent'.
 - B. What is a business policy? Stress its importance in effective management of business. 07

OR

 - C. Discuss the impact of 'Micro' environmental factors on business. 08
 - D. What are 'functional' strategies? Discuss in brief. 07

- Q.3 08
 - A. Explain types of 'Retrenchment' strategies.
 - B. Explain the McKinsey 7s framework model. 07

OR

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- C. Discuss Micheal Porters 'Generic business level' strategies. 08
- D. Explain 'Vertical' integration strategy, with example. 07

- Q.4 A. Explain 'BCG Matrix' with suitable product examples of a single company. 08
- B. Discuss 'Steps' in evaluation of strategy. 07

- OR
- C. Discuss the 'types' of control used in strategic management. 08
- D. Explain the process for implementation of change in an organization. 07

- Q.5 Short notes: (any three) 15
- 1) Objectives
- 2) Synergy in business
- 3) Diversification
- 4) Internationalization
- 5) Levels of strategy
