

DURATION: 2 ½ HOURS

E21510OSM

MARKS: 75

NOTE:

- All questions are compulsory.
- Figures to the right indicate full marks.
- All questions carry equal marks.

Q.1. A) State whether the following statements are True or False:(any8) (08 Marks)

- 1) Goals address only financial issues of the company
- 2) Vision is more spoken than dream of the company
- 3) Strategic management process starts with strategy formulation
- 4) Environment Analysis is an ad hoc process
- 5) Divestment strategy identifies promising investments
- 6) Unplanned liquidation is not harmful
- 7) SWOT analysis is strictly used for business purpose only
- 8) Question marks relate to slow growth industries
- 9) Process implementation is moving an idea from business to business
- 10) Change is law of nature

Q.1.b. Match the Columns (Any 7) (07 Marks)

Column A

1. Strategic Business units
2. Mission
3. Vision
4. Environment Analysis
5. Strategy formulation
6. Stability strategy
7. Organizational Culture
8. 5 forces model
9. Change management
10. Functional level strategies

Column B

- a) Objectives for specific function
- b) Recurring issue
- c) Michael porter
- d) Positive effect on members
- e) Limited risk
- f) Strategy making
- g) Continuous process
- h) Time bound
- i) Long term commitment
- j) Similar products

Q.2. A). What is Strategic Management? State its importance (8 Marks)

Q.2. B) Explain the levels of strategic management (7 Marks)

OR

Q.2. What is a Strategic Business Unit? Explain the advantages & disadvantages of SBUs. (15 marks)

Q.3. A). What is SWOT analysis? State its importance (8 Marks)

Q.3. B) Explain the functional level strategies adopted for strategic management (7 Marks)

OR

Q.3. What is Environment analysis? Explain the Internal & External environment analysis in detail. (15 marks)

Q.4. A). Explain BCG Matrix (8 Marks)

Q.4. B) What are the steps involved in strategic management? (7 Marks)

OR

Q.4. What is Strategic Evaluation? State & explain its characteristics & importance (15 marks)

Q.5. What is management of change? State the causes for resistance to change and measures to overcome it. (15 Marks)

OR

Q.5. Write Short Notes on: (Any 3) (15 Marks)

1) Importance of Business Policy

2) McKinsey 7 S model

3) PLC

4) Role of effective leadership in strategic implementation

5) Strategic Intent

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