

Duration: 2 ½ Hrs.

64BMS- 537021123-SM-(03)

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1) Fill in the blanks (Any 8) ( Co1,2,3,4 UR APP)

(8M)

- 1) Strategic Management is concerned with \_\_\_\_\_ planning ( long term, short-term, medium-term)
- 2) The first step in the formulation of a strategy is to \_\_\_\_\_ statement of the firm ( vision, mission, policy)
- 3) \_\_\_\_\_ environment consists of the larger societal factors that affect the working of a firm ( Internal, Micro, macro)
- 4) \_\_\_\_\_ listed three models of strategy making. ( Henry mintzberg, James Quinn, Thompson)
- 5) In \_\_\_\_\_ analysis, the top management constantly makes efforts to ensure the best return on investments ( Industry, Competitors, Portfolio)
- 6) \_\_\_\_\_ style of leadership is more followed in Government departments ( Autocratic, Bureaucratic, participative)
- 7) \_\_\_\_\_ is a systematic process to evaluate and control the organizational activities (Strategic formulation, Strategic implementation strategic evaluation )
- 8) The \_\_\_\_\_ has orientation towards human welfare ( Social value, political value, religious value)
- 9) The GE business screen includes \_\_\_\_\_ cells for portfolio analysis ( 8, 9, 10)
- 10) \_\_\_\_\_ deals with action and reactions of competing firms within an industry (Life cycle analysis, competitors Analysis, industry analysis )

Q1B) State where the following statements are true or false ( any 7)

(7M)

( Co 1, 2, 3 4 - U, R APP)

- 1) Policies flow logically from the organization's philosophy.
- 2) Policies encourage disputes in the organization
- 3) Every firm should make efforts to minimize its weaknesses.
- 4) Business growth helps to spread business risks.
- 5) The brand differentiation can be created through effective positioning strategy.
- 6) Fixed capital is required to meet regular and recurring needs of a firm.
- 7) Corporate level strategic analysis focuses on individual business.
- 8) Value system of top management is an important objective factor influencing strategic choice
- 9) Strategic evaluation control is a continuous process
- 10) Strategic evaluation creates inputs for future strategic planning.

Cont.....

Q2A) What are the steps involved in setting up of business objectives? ( Co-1,2, U R) (8M)

Q2B) Explain internal Environment analysis ( Co 1, 2, U, R, APP) (7M)

**OR**

Q2C) What are the essentials of a Turn around strategy ? ( Co1,2,3, U, R App.) (8M)

Q2D) Explain mission statement and its essentials. ( Co-1,2,3 – U, R &E) (7M)

Q3A) Explain factors influencing strategic choice. ( Co 1,2- U & R) (8M)

Q3B) What are straight making models? ( Co1,2, 3 – U & R) (7M)

**OR**

Q3C) Explain process of strategy implementation.( Co 1, 2, 3, U, R, App.) (8M)

Q3D) Discuss one process involved in management of change. ( Co1,2,3, U,R,E & App) (7M)

Q4) What are the important measures to overcome resistance of change? ( Co 1, 3, 3 – U, R, APP) (8M)

Q4B) Explain different types of business level strategies ( Co1,2, R, U) (7M)

**OR**

Q4C) What are international market entry strategies ( Co,1,2,3 U,R,E) (8M)

Q4D) What are the techniques of environmental scanning? (7M)

( Co1,2,3, U, R,Ana & App )

Q5) Write short notes ( Any 3) ( Co-1,2,3,4, U, R Ana & App.) (15M)

1) Turnaround strategy 2) Focus strategy 3) Organisational culture

4) Cost leadership strategy 5) Research and Research strategy

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