

SYBMS / 122

Q.P. Code :22041

[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.

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Q.1

A) Fill in the blanks. (Any 8)

- 1) ----- level strategy is a long term strategy.
  - a) Corporate
  - b) Competitive
  - c) Functional
- 2) Vision is shared across entire -----.
  - a) Organization
  - b) Nation
  - c) Society
- 3) ----- are time bound.
  - a) Mission
  - b) Vision
  - c) Goals
- 4) SWOT analysis is used at ----- intervals.
  - a) Frequent
  - b) Infrequent
  - c) Regular
- 5) Environmental ----- identified opportunities & threats affecting the business.
  - a) Control
  - b) Scanning
  - c) Evaluation
- 6) McKinsey's 7S framework includes -----.
  - a) Systems
  - b) Stage
  - c) Signal
- 7) ----- mode deals with short term goals.
  - a) Planning
  - b) Adaptive
  - c) Integrated

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- 8) Strategic choice determines the ----- strategy of firm.  
a) Past  
b) Present  
c) Future
- 9) Standards can be either quantitative or -----.  
a) Numerical  
b) Qualitative  
c) Quota
- 10) Financial synergy puts capital to ----- use.  
a) Future  
b) Optimum  
c) Perfect
- B) True or false (any 7)
- 1) Strategic management does not raise efficiency.
  - 2) Vision indicates achievable aspirations for the future
  - 3) Functional level strategy is industry oriented.
  - 4) Environmental analysis is an ad-hoc process.
  - 5) Divestment strategy identified promising investments.
  - 6) Strategic analysis is a component of strategic management.
  - 7) BCG model is applicable to single business firm.
  - 8) Functional strategies provide roadmap to achieve objectives of functional areas.
  - 9) ROI is a measure of financial performance.
  - 10) Resistance to change is mostly physical.

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- Q.2
- A. What is strategic management? Explain its features.
  - B. What is business objective? Explain the importance of business objectives.
- OR
- C. Explain the different levels of strategy with the help of diagram.
  - D. Explain in brief the external business environment.

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- Q.3
- A. What is SWOT analysis? Explain with the help of corporate example.
  - B. What is integration strategy? Explain the different types of it.

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- OR
- C. What is stability strategy? Explain the need & types of it.
  - D. Explain in brief the different modes of market entry in international business.

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- Q.4
- A. What is BCG matrix? Explain with the help of diagram and with suitable example.
  - B. What is strategy evaluation? Explain the different steps of evaluation.

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OR

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- C. Explain GE planning grid (GE a cell)
- D. What is change management? Explain how to overcome or manage resistance to change.

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Q.5 Short note: **(any three)**

1. Vision
2. Turnaround strategy
3. R & D strategy
4. Finance strategy
5. Synergy

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