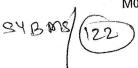
M0133 / M0299 / STRATEGIC MANAGEMENT



Adaptive Integrated

Q.1

Q.P. Code:22041

[Marks:75]

	[Time: 2:30 Ho	urs]	
N.B:	Please check whether you have go 1. All the questions are compulsory. 2. Figures to the right indicate full ma		!Γ.
ill in th	the blanks. (Any 8) level strategy is a long term strategy		
a) b)	Corporate Competitive Functional		
2) Vis a) b) c)) Nation		
a) b) c)) Vision		
a) b) c)	SWOT analysis is used at intervals. a) Frequent b) Infrequent c) Regular		
a b	Environmental identified opportuni a) Control b) Scanning c) Evaluation	ties & threats affecting the	business.
a k	McKinsey's 7S framework includes a) Systems b) Stage c) Signal	- .	
	a) Planning	•	

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	8) Strategic choice determines the strategy of firm.	
	a) Past	
	b) Present	
	c) Future	170
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	9) Standards can be either quantitative or	
	a) Numerical	
	b) Qualitative	
	c) Quota	
	10) Financial synergy puts capital to use.	
	10) Findicial Synergy para capital	
	a) Future	
	b) Optimum	
	c) Perfect	
		07
	B) True or false (any 7)	
	Strategic management does not raise efficiency.	
	2) Vision indicates achievable aspirations for the future	
	2) Eunctional level strategy is industry oriented.	
	4) Environmental analysis is an ad-noc process.	
	- s and strategy identified promising investments.	
	to a component of strategic illulagement.	
	7) BCG model is applicable to single business firm. 8) Functional strategies provide roadmap to achieve objectives of functional areas.	
	8) Functional strategies provide rodulina to deliver expenses	
	9) ROI is a measure of financial performance.	
	10) Resistance to change is mostly physical.	
	수 있는 사람들이 사용하는 수 없는 사람들이 되었다. 그 사용이 되었다면 하는 사람들이 되었다면 하는 것이 되었다.	08
0.7	A. What is strategic management? Explain its features.	07
Q.2	Some of the singer phiestive? Explain the importance of business	
	O_{Σ}	08
	C. Explain the different levels of strategy with the help of diagram.	
	C. Explain the different levels of strategy with the control business environment.	07
	D. Explain in brief the external business environment.	
		08
Q.	A. What is SWOT analysis? Explain with the help of corporate example.	07
~.	B. What is integration strategy? Explain the unferent types	
A STATE OF		80
	C. What is stability strategy? Explain the need & types of it.	07
	C. What is stability strategy? Explain the need a cype of D. Explain in brief the different modes of market entry in international business.	
	D. Explaint in the silver and sil	08
200	A. What is BCG matrix? Explain with the help of diagram and with suitable example.	07
Q	A. What is BCG matrix? Explain with the help of angular steps of evaluation. B. What is strategy evaluation? Explain the different steps of evaluation.	U/
	B. What is strategy evaluation? Explain the silver of the original of the orig	5 2 2
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	C. Explain GE planning grid (GE a cell)D. What is change management? Explain how to one	overcome or manage resistance to change. (כ כ
Q.5	Short note: (any three)		1
	1. Vision		1
	2. Turnaround strategy		

3. R & D strategy4. Finance strategy

5. Synergy