

54 BMS

DURATION: 2 ½ HOURS.

TOTAL MARKS: 75

- Note: 1) All the questions are compulsory;
 2) Figures to the right indicate full marks

Q.1 (A) fill in the blanks (Any 8)

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- 1 Vision is shared across entire _____.
(i) Organization (ii) Nation (iii) Society
- 2 Business is known to have _____ of objectives.
(i) Unity (ii) hierarchy (iii) galaxy
- 3 _____ level strategy is a long term strategy.
(i) Corporate (ii) Competitive (iii) Functional.
- 4 SWOT analysis is used at _____ interval.
(i) frequent (ii) infrequent (iii) regular
- 5 Diversification is an example of _____ growth strategy
(i) internal (ii) external (iii) environmental.
- 6 _____ strategy ensure that organisation selects the right person for right job
(i) Human resource (ii) Marketing (iii) Finance
- 7 McKinsey's 7 S framework includes _____.
(i) staff (ii) stage (iii) signal
- 8 PEST analysis is a tool of strategic _____.
(i) analysis (ii) implementation (iii) evaluation.
- 9 Change Management is _____.
(i) inevitable (ii) optional (iii) avoidable
- 10 Financial synergy puts capital to _____ use.
(i) future (ii) optimum (iii) perfect

Q.1 (B) True or false (any7)

07

1. Mission represents business philosophy.
2. Goals address only financial issues of a company.
3. Functional level strategy is industry oriented
4. Environmental scanning is holistic exercise.
5. Turnaround is a team activity.
6. BCG model is applicable to single business firm.

- 7. GE9 cell was developed by General motors.
- 8. Shared values are not the part of 7s Framework.
- 9. ROI is measure of marketing performance.
- 10. Resistance to change mostly physical.

Q.2 a) What is business policy? Explain the nature and features of it. 7.5
b) Explain briefly the different levels of strategy 7.5

OR

Q. 2 c) Explain briefly the process of strategic management 7.5
d) What is SBU? Explain its features. 7.5

Q.3 a) Explain internal environment analysis of business. 7.5
b) Explain SWOT analysis with an example. 7.5

OR

Q. 3 c) Explain external environment analysis of business 7.5
d) Explain in brief the types of business level strategies 7.5

Q.4 a) Explain BCG Matrix as a technique of portfolio analysis with an example 7.5
b) Write a note on Mckinsey 's 7S framework 7.5

OR

Q. 4 c) What is Synergy? Explain the different types of Synergy 7.5
d) Explain the different reasons for organizational change. 7.5

Q. 5 Write Short notes on (any 3) 15
a) Vision
b) Human Resource strategy
c) Differentiation strategy
d) Management of change
e) GE's 9 cell matrix
