

- Note : 1) All Questions are compulsory.**
2) Each question carries 15 marks.

Q.1 A) Fill in the blanks with correct options. (Any 8)**8 M**

- 1) The first step in the control process is _____.
(Setting of Standards / Planning)
- 2) _____ is the means an organisation uses to achieve its objectives.
(Strategy / Policy)
- 3) _____ management enables a firm to achieve and sustain competitive advantage.
(Functional/ Strategic)
- 4) A _____ is a timetable of work.
(Budget / Schedule)
- 5) Strategies for functional areas are called _____ strategies
(Functional Level / Department Level)
- 6) _____ control is aimed at the allocation and use of organizational resources.
(Operational / Functional)
- 7) _____ model applies to risk seeking organizations.
(Entrepreneurial / Defensive)
- 8) _____ have low market share and a low growth rate and thus neither generate nor consume a large amount of cash.
(Dogs / Cows)
- 10) The _____ is an indigenous system adopted usually by Marwari firms to keep track of daily cash generation.
(Historic System/ Parta System)

Q.1.B) Match the columns. (Any 7)**7M****Group A**

1. Business Strategy
2. Functional Strategy
3. SBU
4. Strategic intent
5. Mission
6. Environmental analysis
7. Environmental scanning
8. SWOT Analysis
9. Corporate strategy
10. Stability strategy

Group B

- a) Part of a business Organization treated separately
- b) Purposes the organization strives for
- c) What an organization is and why it exists
- d) Competitive strategy
- e) Production area
- f) Monitoring relevant business environment
- g) Internal and external environment
- h) Monitors various environmental forces
- i) Suitable for small firms
- j) Growth strategy

- Q.2.** a) What is Strategic Intent? State the functions of Strategic Intent?
 b) State the components of Corporate Mission?

8 M**7 M****OR**

- a) What are plans? What are the components of plans?
 b) Explain the types of Standing Plans?

8 M**7 M**

- Q.3.** a) What is Environmental Analysis? Explain the features of Environmental Analysis? **8 M**
b) What are the types of International Strategies? **7 M**
OR
a) What is Growth Strategy? Why it is adopted? **8 M**
b) What is Horizontal Integration and vertical Integration? **7 M**
- Q.4.** a) What is Strategic Choice? Explain the steps in Strategic Choice? **8 M**
b) What is Strategy Implementation? Explain characteristics of Strategy implementation? **7 M**
OR
Explain the models of Strategy making? **15 M**
- Q.5.** a) What is Change Management? What is resistance to change? **8 M**
b) Explain the steps of Evaluation? **7 M**
OR
Explain the guidelines which should be followed to successfully implement a change? **15M**
