

DURATION: 2 ½ HOURS

E21510OSM

MARKS: 75

NOTE:

- All questions are compulsory.
- Figures to the right indicate full marks.
- All questions carry equal marks.

Q.1. A) State whether the following statements are True or False:(any8)

(08 Marks)

- 1) Mission represents business policy.
- 2) Policies are planned formulations.
- 3) Strategy attracts & pleases customers.
- 4) Turnaround is a team activity.
- 5) Growth strategies are alternative action plans.
- 6) Strategic analysis is a component of strategic management.
- 7) A good strategy without proper implementation is like a poor strategy.
- 8) Synergy is an integral part of systems management.
- 9) Contingency strategies deal with anticipated risks.
- 10) Implementation of change takes employees for granted.

Q.1.B) Match the Columns (Any 7)

(07 Marks)

Column A

Column B

- | | |
|---------------------------------|-------------------------------------|
| 1 Turnaround strategy | a) Financial & Non-financial issues |
| 2. Goals | b) Team work |
| 3. Strategic leadership | c) Decision making process |
| 4. Strategic Management | d) Positive effect on members |
| 5. Stability Strategy | e) Limited risk |
| 6. Internal politics | f) Strategy making |
| 7. Organizational Culture | g) Introducing change |
| 8. Synergy | h) A type of retrenchment strategy |
| 9. Change management | i) Win over weaknesses |
| 10. Functional level strategies | j) Art & Science |

Q.2. A). What is a business policy? State its features.

(8 Marks)

Q.2. B) Explain the strategic management process.

(7 Marks)

OR

Q.2. Define SWOT analysis & explain steps in it.

(15 marks)

Q.3. A) Define vision & explain its advantages.

(8 Marks)

Q.3. B) What is Environmental scanning? Explain its benefits

(7 Marks)

OR

Q.3. What is the internationalization strategy? Explain its types.

(15 marks)

Q.4. A). What do you mean by mission statement? Explain its essentials.

(8 Marks)

Q.4. B) What is Corporate Governance? Explain composition & performance of directors.

(7 Marks)

OR

Q.4. Discuss steps in evaluation of strategy.

(15 marks)

Q.5. What are the main features & factors affecting change?

(15 Marks)

OR

Q.5. Write Short Notes on: (Any 3)

(15 Marks)

1) Causes of resistance to change

2) Michael Porter's 5 forces model

4) Suggestions for successful change

3) Impact of values & ethics on corporate strategy

5) Strategic Leadership

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