

Duration:- 2%

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Marks:-75

Note:- A)All the questions are compulsory.
B)Each question carries equal marks.
C)Figures (Diagrams /Charts) indicate full marks.

Q.1 a) Fill in the Blanks:- (Any 8)

CO1,2,3,4-
R/U/An/APP

08M

1. _____ places emphasis on the inter-related activities performed in a sequence for production & marketing of a product.
a)Value-chain analysis b)Quantitative Analysis c)Qualitative Analysis.
2. _____ is a systematic process to evaluate & manage organizational activities.
a)Strategy formulation b) Strategy implementation c)Strategic evaluation
3. The _____ defines the core competencies of the employees.
a)Style b)Habits c)Skills.
4. _____ zone in the GE Business screen indicates that the company may adopt growth strategy.
a)red b)yellow c)green.
5. The _____ environment consists of all those factors in the firm's immediate environment.
a)Micro b)Internal c)macro.
6. Strengths are the _____ competencies of a firm as compared to its competitors in the areas of production, marketing, finance & HR.
a)positive b)neutral c)negative.
7. _____ environment relates to human population with reference to its size, density, literacy rate etc...
a)Demographic b)Economic c)political.
8. _____ strategy involves turnaround, divestment & Liquidation.
a)Retrenchment b)Stable growth c)Growth.
9. In large Organizations, there is a _____ of policies.
a)rigidity b)hierarchy c)vagueness.
10. In case of _____ strategy the firms concentrate on the same products & in the same markets.
a)retrenchment b)growth c)stable

Q1.B) State whether following statements are True or False (Any 7)

07M

1. Mission may include firm's philosophy about how it takes business & treats its employees.
2. Production strategies involve promotion & distribution aspects of the business firm.
3. There may be inter-SBU rivalry which may affect the overall performance of the firm.
4. The Green field development involves setting up manufacturing plant & distribution system in other countries.
5. The firm decides to close down or liquidate, generally when all efforts to make it profitable fail.

6. The red zone of GE Business screen gives a signal to stop & adopt retrenchment strategies.
7. Staff can be considered as a 'Hard' element of the 7S framework.
8. Bureaucratic leaders are in the top demand in the world.
9. Organizations fail due to changes that take place in it.
10. The management should introduce group rewards as well as individual rewards to implement the change effectively.
- Q2. A) Explain business policy & its features. CO1,2,U/R 08M
 B) What do you mean by strategic intent? Explain its importance. 07M
- OR**
- Q3. C) State & explain the essentials of a vision statement. CO1,2,U/R 08M
 D) Explain internal Environment analysis. 07M
 A) Explain any two leadership styles in detail. CO1,2,3,U/R/APP 08M
 B) What are the tools & techniques of strategic analysis? CO1,2,3-U/R/E/An 07M
- OR**
- Q4. C) Examine Michael porter's 5 forces model in detail. C1,2,3,U/R 08M
 D) Discuss General Electrics 9 cell matrix C1,2,3,U/R 07M
 A) What is management of change? Explain its nature. CO1,2,3,4-U/R/An 08M
 B) Explain the reasons for organizational changes? CO1,2,3,4-U/R/An 07M
- OR**
- Q5. C) What are the barriers affecting strategy evaluation? CO1,2,3,4U/R/A/APP 08M
 D) Explain the measures to overcome resistance to change CO1,2,3,4U/R/A/APP 07M
Write Short Notes (Any 03) CO1,2,3,4,U/R 15M
 A) Process of change management.
 B) Situational style of leadership.
 C) Liquidation Strategy.
 D) Mission & Vision of one organisation.
 E) Strategic Plans.

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