

TYBBI

150

(2½ Hours)

[Total Marks: 75]

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Q.1 A) State whether following statements are True or False (any eight)

1. Diversification means broadcasting or enlarging the company's product range by introducing new products by extending the range of existing products.
2. No change strategy is a type of stability strategy.
3. Market development concentrates on gaining additional shares of firms existing markets using the existing product.
4. Concentration strategies have high initial risk.
5. Organizational structure is the pattern in which the various parts of the organization are interrelated.
6. The changes in the rules brought by the government can have a deep impact on the business.
7. The political system can have an impact on the taxation system of the country.
8. The factors of environment influence business decisions.
9. The barriers to strategy implementation can either be by internal or external sources within an organization.
10. The last action that is required for putting a strategy into operation is its institutionalization.

B) Match the column (any seven)

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Group 'A'	Group 'B'
1. Process benchmarking	a. Within the same organization
2. Contemporary control system	b. Performance metrics
3. Strategic benchmarking	c. Functional task
4. International benchmarking	d. Continuous monitoring
5. Organizational culture	e. Globalization
6. Internal benchmarking	f. Shared values
7. Performance benchmarking	g. Comparison of organizational performance with others in the similar industry
8. Traditional control system	h. Sub unit of an organization
9. External benchmarking	i. Core competencies
10. Responsibility centre	j. Feedback approach

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- Q.2 A) Explain the different levels of strategy
- B) Explain the GE planning grid in detail.

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OR

- C) Explain the importance of strategic management in organizations.
- D) Discuss the principles of good strategy.

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- Q.3 A) Explain the need and importance of environment scanning.
- B) Discuss the impact of legal factors in strategic management.

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OR

- C) Discuss briefly the process of strategic choice.
- D) Explain the components of micro environment of business.

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- Q.4 A) Explain the advantages and limitations of internationalization.
- B) What do you mean by Integration? Discuss the features.

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OR

- C) Discuss the advantages and limitations of concentration strategies.
- D) Discuss the types of corporate level strategies.

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- Q.5 A) Explain the advantages and limitations of Gap analysis.
- B) Explain the types of benchmarking.

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OR

Write short notes (any three)

1. Types of strategic control
2. Matrix structure
3. Barriers to strategy Evaluation
4. Role of strategic leader.
5. Digitalization strategies.

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