

[Time: 2 ½ Hours]

[Total Marks: 75 Marks]

- All questions are compulsory with internal choice
- Figures to the right indicate marks.

Q.1. A. Multiple Choice Question: [Answer any eight]

[08]

1. What is the primary focus of strategic management?
 - A) Operational efficiency
 - B) Long-term organizational goals
 - C) Financial reporting
 - D) Human resources management
2. Which level of strategic management focuses on overall organizational direction?
 - A) Corporate level
 - B) Business level
 - C) Functional level
 - D) Operational level
3. What is benchmarking primarily used for?
 - A) Setting employee goals
 - B) Comparing performance against best practices
 - C) Analyzing financial statements
 - D) Conducting SWOT analysis
4. What role does an information system play in strategic management?
 - A) It provides financial data only.
 - B) It supports decision-making and communication.
 - C) It eliminates the need for strategy.
 - D) It focuses solely on operational efficiency.
5. In the model of strategy implementation, the behavioral aspect focuses on:
 - A) Organizational structure
 - B) Employee motivation and culture
 - C) Financial management
 - D) Operational processes
6. The process of strategic choice involves:
 - A) Only choosing the best financial option
 - B) Selecting the most feasible strategy among alternatives
 - C) Deciding on employee promotions
 - D) Implementing operational tactics

7. Which of the following is a barrier to strategy implementation?
 - A) Clear communication
 - B) Resistance to change
 - C) Supportive leadership
 - D) Adequate resources
8. Which of the following is an example of diversification?
 - A) Acquiring a competitor in the same industry
 - B) Launching a new product line unrelated to existing products
 - C) Expanding into international markets
 - D) Increasing market share in a current market
9. What is the purpose of environmental scanning in strategic management?
 - A) To analyze internal resources
 - B) To evaluate employee performance
 - C) To identify external opportunities and threats
 - D) To assess financial statements
10. SWOT analysis is used to evaluate:
 - A) Strengths and weaknesses only
 - B) Strengths, weaknesses, opportunities, and threats
 - C) Only external factors
 - D) Financial performance

Q.1. B. State whether the following statements are true or false: [Answer any Seven]

[07]

1. The political environment is a crucial factor in strategic management.
2. Environmental scanning only assesses internal factors of the organization.
3. Corporate-level strategy is concerned with the overall direction of the organization.
4. A principle of good strategy is to avoid setting clear objectives.
5. Diversification involves expanding into unrelated business areas.
6. Information systems play a vital role in supporting decision-making and facilitating communication in strategic management.
7. The strategic choice process only considers financial options.
8. Financial analysis is the only type of strategic control used in organizations.
9. Resistance to change is a common barrier to effective strategy implementation.
10. The behavioral aspect of strategy implementation focuses on organizational structure only.

- Q.2. A. List and explain the various levels of strategic management. [7.5]
B. Explain the process of strategic management. [7.5]

OR

- Q.2. A. Describe the different models of strategic management. [7.5]
B. How can a company apply the principles of good strategy in its decision-making process? [7.5]

- Q.3. A. Define environmental scanning in the context of strategic management. [7]
B. Explain the role of politics in strategic management. [7]

OR

- Q.3. A. How do social, political, and technological forces affect an organization's strategic decisions? [7]
B. How can businesses adapt their strategies in response to changes in the national or global environment? [7]

- Q.4. A. Analyze the factors that influence the strategic choice process. [7.5]
B. Explain the various corporate-level strategies? [7.5]

OR

- Q.4. A. Create a model that integrates structural, behavioral, and functional aspects for a cohesive strategy implementation. [7.5]
B. Explain the process of the strategy implementation? [7.5]

- Q.5. A. What are the different types of strategic control? [7.5]
B. Explain the various techniques of Evaluation and Control. [7.5]

OR

- Q.5. Short Notes: [Any Three] [15]
1 Key elements of strategic management
2 Social Responsibility
3 Process of Strategic Choice.
4 Role of Information System.
5 Impact of Legal Factors in Strategic Management
