

T.Y.B.C.B.I VI / Strategic Mgmt. Banking & Insurance / 08

Q.P. Code :03196

[Time:2 ½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

- Q.1 a Explain the process of Strategic Management 8  
 b What is a Strategic Business Unit (SBU)? Discuss its features. 7  
 OR
- P Explain the following concepts 8  
 i) Corporate Level Strategy  
 ii) Functional Level Strategy  
 iii) Strategist  
 iv) Environment Scanning
- q Explain the various challenges to strategic management. 7
- Q.2 a What do you mean by business environment? Discuss the external components of business environment? 8  
 b Explain the responsibilities of business towards various stakeholders 7  
 OR
- P Explain how use of technology leads to efficiency in banking operations. 8  
 q Discuss the 'Triple Bottom Line' (TBL) in detail. 7
- Q.3 a Explain the types of integration strategy with advantages and limitations. 8  
 b Explain the reasons for organizational downsizing. 7  
 OR
- P Explain the GE Planning Grid. 8  
 q "Goals serve as short term milestones in the organization" - Comment 7
- Q.4 a Explain the Functional Structure and Divisional Structure in organizations 8  
 b Discuss the role of leadership in Strategic Management. 7  
 OR
- P "Structure and Strategy are inter-related". Do you agree? Justify 8  
 q What is budgeting? Explain its advantages. 7
- Q.5 Write short notes as (any.3) 15  
 i) Political Environment  
 ii) Role of Creativity in Strategic Management  
 iii) SWOT Analysis  
 iv) Responsibility Centers  
 v) Resource Mobilization