

BBI

C0336 / C0244 STRATEGIC MANAGEMENT. (BANKING & INSURANCE).

7/13/2017

Q.P. Code :03198

[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 What is Strategic Management? Discuss the features of strategic management 8
b Explain the role of strategist in an organization. 7
OR
p What is strategy? Discuss the levels of strategy. 8
q Explain the significance of strategic management in modern business environment. 7
- Q.2 a Explain the following concepts:- 8
i) Business Ethics
ii) Ecological Environment
iii) Triple Bottom Line
iv) Features of Political Environment
b How has the technological advancements revolutionised the banking sector? 07
OR
p Discuss the concept of SWOT analysis with suitable illustration of any one bank 8
q Define Corporate Social Responsibility (CSR). Explain the need for CSR activities to be undertaken by Banking and Insurance sector 7
- Q.3 a What do you mean by mission, vision and goal? Explain the relationship between the three. 8
b Explain the reasons for diversification of business 7
OR
p Explain Mc-Kinsey 7 S Framework in detail. 8
q Discuss the advantages and limitations of horizontal integration. 7
- Q.4 a Discuss Matrix Structure and SBU Structure in organizations 8
b What is benchmarking? Explain the types of benchmarking 7
OR
p Explain the interface between Strategy and Structure. 8
q What is budgeting? Discuss the demerits of budgeting. 7
- Q.5 Write shorts notes:- (any three) 15
i) Role of Creativity in Strategic Management
ii) GE Planning Grid
iii) Performance Gap Analysis
iv) Downsizing Strategy
v) Return on Investment (ROI)