

KT

OCT-2018

TYBBI Sem - VI
SM

Q. P. Code: 34217

MARKS : 75

TIME: 2 ½ hrs

Notes : (i) All questions are compulsory
(ii) Figures to the right indicate full marks

- Q1A) Define strategic management. Explain its features 08
Q1B) Discuss the role of strategist in banking sector 07
OR
Q1C) Explain the different levels at which strategies are formulated. 08
Q1D) Explain the concept and advantages of Strategic Business Unit (SBU)? 07
Q2A) Explain the impact of political environment on strategic management. 08
Q2B) Explain the arguments in favour of corporate social responsibility. 07
OR
Q2C) Explain, with examples, the impact of technology on banking operations. 08
Q2D) What do you mean by business environment? Explain the internal components of business environment. 07
Q3A) "Strategist should have knowledge of BCG Matrix" Do you agree? Justify 08
Q3B) Explain the reasons for organizations to diversify their business 07
OR
Q3C) Explain the meaning and reasons for organizational downsizing 08
Q3D) Explain briefly the McKinsey Framework. 07
Q4A) What do you mean by benchmarking? Explain its significance in banking sector. 08
Q4B) State the advantages and limitations of budgetary control 07
OR
Q4C) Elucidate the qualities of strategic leader 08
Q4D) Bring out the relation between strategy and structure. 07
Q5 Write Short Notes on (Any 3) 15
1. Challenges of Strategic Management
2. Impact of legal environment on strategies
3. Integration Strategy
4. Resource Mobilization
5. SWOT ANALYSIS
