

**Paper / Subject Code: 11801 / Strategic Management. (Banking & Insurance).**

**(2½ Hours)**

**[Total Marks: 75]**

- N.B.:**
- 1) All questions are compulsory.
  - 2) Figures to the right indicate full marks.

Q.1 (a) Explain the role of strategist in an organization (8)  
(b) Discuss the qualities of an effective strategic leader. (7)

**OR**

Q.1 (p) Discuss the pros and cons of strategic management. (8)  
(q) Explain the internal components of business environment that affect organizations

Q.2 (a) Discuss the merits and demerits of Strategic Business Unit  
(b) Discuss the impact of legal environment on banking & insurance sector.

**OR**

Q.2 (p) Explain the corporate social responsibilities of business towards various stake holders.  
(q) List out the different arguments against corporate social responsibility

Q.3 (a) Discuss GE Planning Grid  
(b) Discuss the concept and reasons for organizational downsizing.

**OR**

Q.3 (p) Why is BCG matrix said to be an important tool in the hands of strategic planner?  
(q) List out the reasons why businesses resort to the disinvestment strategy?

Q.4 (a) Bring out the merits and demerits of horizontal integration (8)  
(b) How can motivation help the organization to increase its productivity? (7)

**OR**

Q.4 (p) Explain the process of Performance Gap Analysis. (8)  
(q) Discuss how the various resources are mobilized by business organization. (7)

**Q.5 Short Notes (Any Three) (15)**

- (i) Budgeting
- (ii) Sustainable Lending
- (iii) Role of Creativity in strategic management
- (iv) Conglomerate Diversification
- (v) Hard- S of Mc Kinsey frame work