Q.P. Code :26486

Please check whether you have got the right question paper. N.B: 1. All questions are compulsory. 2. Figures to the right indicate marks. Q.1 a) What is vision & mission statement of any company? Explain its importance along (15 marks) with examples. OR b) Explain Porter's 5 forces model. Q.2 a) Explain SWOT analysis with the help of a diagram. b) Explain Lewin's 3 phases of planned change. C) Explain Lewin's 3 phases of planned change. C) Explain the Strategic Management Process. C) Explain the Strategic Management Process. C) Explain 3 stability strategies. Q.3 a) Explain expansion strategies that a company can use to grow itself. C) Explain retrenchment strategies that a company may use to defend itself from the b) Explain retrenchment strategies that a company may use to defend itself from the competition. Q.4 a) Define Strategic Implementation. Elaborate on the factors that support Strategic Implementation. C) C) Q.5 Write short notes on: (Any 3) a. Features of a business policy b. Significance of strategic management c. Cost-leadership strategy & differentiation strategy d. Role of corporate ethos, ethics and culture e. Hurdles in Strategic Implementation		[Time: 2:30 Hours]	[Marks:75]	
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