

Sub: Strategic Management

Time: 2 ½ Hour	Total : 75 Marks	Date:
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Q.1.A Fill in the Blanks (05)

1. The first step the formulation of a strategy is to frame _____ of the firm.
2. The organization must select the _____ depending upon the situation.
3. _____ Strategy involves dropping some of the product, market or functions.
4. According to BCG matrix, _____ should be either sold off or managed carefully.
5. _____ Leadership is the activity of influencing people to strive willingly for group objectives.

Q.1.B Match the column (05)

No.	Group A	No.	Group B
1	Economic Environment	A	foreign trade
2	Natural environment	B	fundamental rights
3	Business environment	C	dynamic
4	Legal Environment	D	policy and economic system
5	International environment.	E	Water, land and soil

Q.1.C State the true false (05)

1. The company moves one step behind from its current line of business in Forward integration
2. The features of stars are Low Industry Growth and Low Market share.
3. Skimming pricing strategy charges high prices in order to earn high profit Margin.
4. Joint venture is a type of partnership whereby two or more firms come together to achieve certain goals.
5. In Participative style leader not only consults the subordinates, but allows them to take part in decision making.

Q2 Answer the Following questions (any 3) (15)

- a) Define Mission statements and its characteristics.
- b) Explain risk or limitation of strategic Management.
- c) What are the Types of functions strategy?
- d) Explain technique of environmental analysis.
- e) Explain micro Environment?
- f) Define Management process

Q3 Answer the Following questions (any 3) (15)

- a) Write down the factors which are influencing strategic choice.
- b) Explain the Space portfolio analysis model
- c) Explain the Tows Matrix Model
- d) Define strategic evaluation & control & explain the nature of strategic evaluation
- e) Explain the BCG matrix Model
- f) Differences between Forward integration & Backward integration

Q4 Answer the Following questions (any 3) (15)

- a) Define the Mc Kinsey Matrix & factors that affect competitive strength
- b) Explain different Leadership style in details.
- c) Illustrate and Explain GE/MC Kinsey Mc Kinsey Matrix.
- d) Compare BCG Matrix with GE Planning grid
- e) Differences between Autocratic style and Bureaucratic style
- f) Explain MBO in details.

Q5 Answer the Following questions (any 3) (15)

- a) Premise controls
- b) Joint venture
- c) GE 6 steps approach
- d) Retrenchment or Downsizing
- e) Distinguish Objective & Goal
- f) Internal Environment.

***All the Best ***