

Please check whether you have got the right question paper.

- N.B:**
- Question No. 1 is Compulsory.**
 - Attempt any four from remaining five questions.**

- Q.1** “The organisations CSR activities decide the social capability of a firm.” – Elaborate the statement listing out some of the significant factors which impact of CSR activities. Assuming that you are the HOD of the department of your firm, how will you develop an effective CSR strategy for your organisation? You may make any number of assumptions to answer this question. **20**
- Q.2** Give two examples each for (a) Economic Environment, (b) Technological Environment and (c) Regulatory Environment. **20**
- Q.3** Discuss Cost Leadership and Product Differentiation Strategies. How do these strategies help an enterprise gain Competitive Advantage in the market place? Give examples. **20**
- Q.4 (a)** Explain McKinsey’s 7S framework with the suitable examples? **10**
- (b)** Discuss the utility of Porter’s Five Forces analysis in managing the competitive threat faced by the organizations. **10**
- Q.5 (a)** The BCG Matrix has been an excellent tool for companies to decide on their portfolios. How does this help in developing strategic options for the enterprise. **10**
- (b)** Explain Market Value added (MVA). **10**
- Q.6** Why are strategic vision, mission, goals, and objectives important for an organization? What care do you take in deciding objectives for any individual and/or team? **20**
- Q.7** Describe the process of strategic management by means of a schematic diagram. Distinguish between strategic, tactical and operational planning. **20**