

(2½ Hours)

[Total Marks : 75

N.B. : (1) **All** questions are **compulsory**.

(2) **Figures** to right indicate **maximum** marks.

- 1.** Attempt any 2 out of 3 :- **15**
 - a) Define Strategy. Explain the role of strategy in business?
 - b) What is a Vision statement? Explain the importance of vision statement?
 - c) What are business objectives? What are the guidelines in setting business objectives?

- 2.** Attempt any 2 out of 3 :- **15**
 - a) What is the relevance and importance of SWOT analysis for strategy formulation?
 - b) Explain Diversification strategy. What are the benefits associated with diversification strategy?
 - c) Explain Stability strategy and Growth Strategy.

- 3.** Attempt any 2 out of 3 :- **15**
 - a) Explain the models of strategy making.
 - b) Explain Porters Five forces Model of Competitive analysis.
 - c) Explain McKinsey's 7-S Framework

- 4.** Attempt any 2 out of 3 :- **15**
 - a) Define Strategy Evaluation. Explain the barriers in strategic evaluation?
 - b) Explain the evaluation technique for operational control?
 - c) Explain Synergy. What are the advantages of synergy on account of Mergers and Acquisitions for the combined entity?

- 5.** Write Short notes on **(any 3 out of 5)** :- **15**
 - a) Mission Statement
 - b) Retrenchment Strategy
 - c) BCG Matrix
 - d) Steps in formulation of business objectives
 - e) Cost leadership Strategy
