

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 Strategic Management? Explain its features. (15 marks)

**OR**

b) Explain Business Objectives and analyse its importance. (15 marks)

Q.2 a) Explain SWOT analysis with the help of a diagram. (8 marks)

b) Explain Lewin's 3 phases of planned change. (7 marks)

**OR**

c) Explain different Levels of Strategic Management with the help of diagrams. (8 marks)

d) Explain the external business environment. (7 marks)

Q.3 a) Explain expansion strategies that a company can use to grow itself. (15 marks)

**OR**

b) Explain retrenchment strategies that a company may use to defend itself the competition. (15 marks)

Q.4 a) Define Strategic Implementation. Elaborate on the factors that support Strategic Implementation. (15 marks)

**OR**

b) Explain the difference between Strategic Formulation and implementation. (15 marks)

Q.5 Write short notes on: (Any 3) (15 marks)

- a. Different modes of market entry into international business
- b. Integration strategy
- c. Cost- leadership strategy & differentiation strategy
- d. Role of corporate ethos, ethics and culture
- e. Change Management

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