



Q.1 A) State whether following statements are True or False (any eight) 08

1. The changes in the rules brought by the government can have a deep impact on the business.
2. The political system can have an impact on the taxation system of the country.
3. The factors of environment influence business decisions.
4. Diversification means broadcasting or enlarging the company's product range by introducing new products by extending the range of existing products.
5. No change strategy is a type of stability strategy.
6. Market development concentrates on gaining additional shares of firms existing markets using the existing product.
7. Concentration strategies have high initial risk.
8. Organizational structure is the pattern in which the various parts of the organization are interrelated.
9. The barriers to strategy implementation can either be by internal or external sources within an organization.
10. The last action that is required for putting a strategy into operation is its institutionalization.

B) Match the column (any seven)

07

Group 'A'	Group 'B'
6 1) Internal benchmarking	a) Comparison of organizational performance with others in the similar industry
7 2) Performance benchmarking	b) Sub unit of an organization
3 3) Traditional control system	c) Core competencies
4 4) External benchmarking	d) Feedback approach
5 5) Responsibility centre	e) Within the same organization
6 6) Process benchmarking	f) Performance metrics
7 7) Contemporary control system	g) Functional task
8 8) Strategic benchmarking	h) Continuous monitoring
9 9) International benchmarking	i) Globalization
10) Organizational culture	j) Shared values

Q.2 A) Explain the need and significance of strategic management in organizations. 08

B) Discuss the principles of good strategy. 07

OR

C) Explain the different levels of strategy 08

D) Explain the GE planning grid in detail. 07

Q.3 A) Discuss briefly the process of strategic choice. 08

B) Explain the need and importance of environment scanning. 07

OR

C) Discuss the impact of legal factors in strategic management. 08

D) Explain the components of micro environment of business. 07

Q.4 A) What do you mean by Integration? Discuss the features. 08

B) Explain the advantages and limitations of internationalization. 07

OR

C) Discuss the advantages and limitations of concentration strategies. 08

D) Discuss the types of corporate level strategies. 07

Q.5 A) Explain the types of benchmarking. 08

B) What are the advantages and limitations of Gap analysis. 07

OR

Write short notes (any three) 15

1. Barriers to strategy Evaluation

2. Types of strategic control

3. Matrix structure

4. Role of strategic leader.

5. Digitalization strategies
