Part A

Q : 1 Expand the following terms :
   a) SEC -
   b) CPM -
   c) ETOP -
   d) FERA -
   e) GT -
   f) SAP -
   g) DFMA -
   h) SEA -

Q : 2 Enlist the differences between strategic control & operational control.

Q : 3 State the following statements are True or False
   a) Strategy evaluation generally operates only one level.
   b) Modes of strategic management are the approaches adopted by managers in formulating & implementing strategy.
   c) Strategic choice provides a basis for strategic analysis.
   d) Strategic implementation is the action stage of strategic management.
   e) Strategic choice is the final stage in strategic management.
   f) Value is the sum total of benefits received and costs paid by the customer in a given situation.
   g) An objective indicates the result that the organization expects to achieve in the short run.
   h) SAP tries to find out organizational strengths and weaknesses in relation to certain critical success factors within a particular industry.
Q : 4 Write briefly on following (any 4)
   a) Strategic Analysis
   b) Planning Mode
   c) Synergy
   d) Vision, Mission & Objectives
   e) Liquidation Strategies
   f) Cost of Benchmarking

PART – B

Q : 5 What are the factors influencing the organization structure?

Q : 6 a) What are the dimensions of strategic decisions?
    b) Enlist the differences between Market focused and a resources based strategy.

Q : 7 What is strategic decision making? Explain nature and characteristics of strategic decision.

Q : 8 Discuss various elements of the Mckinsey’s 7-S Model.

Q : 9 What are different types of benchmarking? Give few latest examples of benchmarking.

PART – C (Compulsory)

Q : 10 You are assigned a task of establishing a firm dealing with logistics service provider for a retail outlet across the nation. Frame out following :

   (a) List out the performance parameter on which you will design the function.

   (b) How can you take care of impact of internal and external environment for this function?

   (c) Which features will you identify to have competitive advantages over the competitors?

   (d) Can you suggest a means by which the retail outlet can manage both quantitative and qualitative control on inventory holdings?

   (e) Workout SWOT analysis.

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