Q 1. Give the full form of
   a. SBU
   b. EOQ
   c. BEP
   d. VCA
   e. SCM
   f. ETOP
   g. RBV
   h. SAP

Q 2. State True or False.
   i. Tactics follow and facilitate Strategy.
   ii. Mission is an enduring Statement of purpose.
   iii. Topography is not a part of natural environment.
   iv. A single product strategy is a safe strategy.
   v. SBU is an extension of divisional structure.
   vi. Size does not influence the structure.
   vii. SEC is the final phase of strategy management.
   viii. Corporate Revival is a short term strategy.

Q 3 Fill in the blanks.
   i. ________ tells what is good or bad.
   ii. Patents are ________ asset.
   iii. ________ is a means of resources allocation.
   iv. ________ is an act of designing the firm’s offer and image.
   v. Five Forces Model is developed by________.
vi. The time frame of operational strategy is __________.

vii. The father of scientific Management is ____________.

viii. ___________ Budget is concerned with long term profitability.

Q. 4 Match the following. (8 Marks)

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Lean production</td>
<td>a. Service innovation</td>
</tr>
<tr>
<td>2) Design approach</td>
<td>b. Set of Key Decision</td>
</tr>
<tr>
<td>3) Benchmarking</td>
<td>c. Competitive advantages</td>
</tr>
<tr>
<td>4) PERT</td>
<td>d. External environment</td>
</tr>
<tr>
<td>5) Service Blue printing</td>
<td>e. Cellular manufacturing</td>
</tr>
<tr>
<td>6) Strategy</td>
<td>f. Alfred Chandler</td>
</tr>
<tr>
<td>7) Differentiation</td>
<td>g. Rank Xerox</td>
</tr>
<tr>
<td>8) Govt. Policies</td>
<td>h. Performance Appraisal</td>
</tr>
</tbody>
</table>

PART – B
(Answer Any Three) 3 x16 = 48 Marks

Q.6. Explain the features of a good mission statement.
Q.7. Explain the different Executive development Programme.
Q.8. Describe in detail Value Chain Analysis.
Q.9. Explain in brief the different strategic routes to build competitive advantages.

PART - C [ Compulsory ] 20 - Marks

Q – 10 : CASE STUDY
Take the case of an MNC operating in the FMCG Section.
i. What steps should it take to allocate resource to different competing division?

ii. What kind of problems could be expected to surface?

iii. How can these be dealt with?

******