PART – A (compulsory)  
(32 x 1 = 32 marks)

Q1) Give the expansion of

a. SBU  
b. ETOP  
c. SEA  
d. EFQM  
e. VMI  
f. BCG  
g. BIFR  
h. SAP

Q.2) Fill in the blanks:

1) ____________________ is the action stage of Strategic Management.

2) The Design approach was developed by ____________________.

3) ____________________ refers to a spatial representation of how individuals perceive various brands.

4) When two firms dissolve their identity to create a new firm, it is called ____________________.

5) ____________________ strategy is followed as a last resort.

6) ____________________ provides an understanding of the organization's culture affects its ability to change and adapt.

7) Lean Production is a part of the generic system of ____________________.

8) In basket technique is a method of ____________________ programme.
Q3) **Write True or False**

1) Migration is a demographic factor.
2) Z score helps in strategy evaluation.
3) A boundryless organization has limited span of control.
4) A policy is a plan of action.
5) Product layout shows the steps by which a product is made.
6) A simple product usually appeals to all customers.
7) Risk averse manages resort to innovative way of doing things.
8) Strategy employs and Tactics deploy the resources.

Q4) **Match the following**

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Virtual organization</td>
<td>a) Organization culture</td>
</tr>
<tr>
<td>2) Miles and Snow</td>
<td>b) Edgeless</td>
</tr>
<tr>
<td>3) Orientation Training</td>
<td>c) Population</td>
</tr>
<tr>
<td>4) Demography</td>
<td>d) New recruits</td>
</tr>
<tr>
<td>5) Benchmarking</td>
<td>e) 7 S Model</td>
</tr>
<tr>
<td>6) McKinsey</td>
<td>f) Comparison</td>
</tr>
<tr>
<td>7) Competitive Advantage</td>
<td>g) Strategy formulation</td>
</tr>
<tr>
<td>8) SWOT</td>
<td>h) Porter</td>
</tr>
</tbody>
</table>

**PART – B**

(Answer Any Three) 3 x16= 48 Marks

Q5) Explain in detail the elements of Strategy.

Q6) What are the evaluation technique for operational control?

Q7) What are the characteristics of objective?

Q8) Discuss the demographic factors affecting the environment.

Q9) Explain the Quantitative factors influencing strategic choice.
Q10) Case Study

Identify an organization that has enjoyed great growth in recent years. To what degree and in what ways do you think this firm's success resulted from good strategic management?

************