PART – A (compulsory) 

Q1) Give the expansion of [5 marks]
   a. ETOP  b. VUCA  c. SWOT  d. SBU  e. MBO

Q.2) Fill in the blanks: [5 marks]
   1) Strategy _________ translates the knowledge of strategy formulation into operational practice.
   2) _______ strategy is adopted by an enterprise when it continues with current operations and position.
   3) _______ help in pursuing the vision and mission.
   4) Organization resources are of two types _______ and _______.
   5) _______ strategy is followed as last resort.

Q3) Write True or False [5 marks]
   1) Migration is a demographic factor.
   2) Parta system is designed to find out the time to finish the project.
   3) Corporate governance was introduced in India by C.I.I
   4) Productivity refers to activity of production.
   5) Diversification strategy is good for expansion of organization
Q4) Match the following [5 marks]

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Five forces model</td>
<td>a) Evaluation technique</td>
</tr>
<tr>
<td>2) Vertical integration.</td>
<td>b) Non-permanent basis</td>
</tr>
<tr>
<td>3) Just in time manufacturing</td>
<td>c) Expansion strategy</td>
</tr>
<tr>
<td>4) Project structure</td>
<td>d) Japanese concept..</td>
</tr>
<tr>
<td>5) Balanced score card</td>
<td>e) Porter.</td>
</tr>
</tbody>
</table>

PART – B
(Answer Any Three) 3 x 20 = 60 Marks

Q5) How political and social environment affects strategy of an organization? How will you minimize effects?

Q6) Which is the best way for expansion of a FMCG company out of various choices like integration, diversification etc? Explain.

Q7) Write short notes on any four: [4 x 5 = 20 marks]
1) Critical success factors,
2) Vision and Mission statements,
3) Core competency,
4) GAP analysis,
5) Functional structure of organization,
6) TQWS matrix.

Q8) What are the three approaches to strategic decision making? Which is the best in your opinion? Explain.

Q9) Give your views on effectiveness of corporate governance in progress of the company..

PART - C [Compulsory] 20 - Marks

Q10) Case Study
If your organization is a profitable chemical process industry, How will you analyse internal and external environment as on today and devise your strategic intent? What will be your growth strategy?

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