Part A

Q : 1 State True or False : 8 marks

a) Level II is the relational short-range planning system.
b) A vision statement usually describes what the company wishes to become in the future.
c) The concept of vision is dynamic & not a static one.
d) Strategy implementation is the final stage in strategic management.
e) Strategic management basically aims at formulating & implementing effective strategies.
f) Strategic decisions are the essence of strategic management.
g) Weaknesses of the organization are helpful to achieving the objective.
h) A single product strategy is always a risky one.

Q : 2 Explain SWOT analysis. 8 marks

Q : 3 – Write briefly on following (any four)  8 marks

a) Role of objectives
b) Components of a mission statement
c) Strategic environmental assessment
d) Diversification strategy
e) Types of Benchmarking
f) Balance score card
Q : 4 Expand the following terms : 8 marks
   a) SBU
   b) SEC
   c) BIFR
   d) EAT
   e) EBT
   f) SEBI
   g) MRTP
   h) VCA

Part : B
Solve any 3 questions. Each question carries 16 marks.

Q-5 Explain Evaluation Techniques for operational control.
Q-6 What are various steps in strategic management process?
Q-7 Define the term strategy. Discuss Strategy versus tactics.
Q-8 What are the elements of strategy?
Q-9 Explain Mckinney’s 7 “S” frame works.

Part C - Compulsory Total 20 marks

Q : 10 You are assigned a job of Public Relation Officer in an Indian Navratna Company which is engaged in manufacturing of fertilizers & chemicals. Based on your responsibilities and accountabilities, please analyze the following questions and answer appropriately.

   (a) How can you define mission with respect to your organization’s working?
   (b) How do you will formulate mission?
   (c) How do you co-ordinate mission with customer orientation?
   (d) How does mission will help your firm?
   (e) Which components will be necessary for you to be a part of mission statement?