PART – A (compulsory)

Q1. Expand the following terms: 

a) SBU 
b) SEA 
c) SAP 
d) VCA 
e) SEC 
f) ROE 
g) BSC 
h) SGA 

Q2. Fill in the blanks with appropriate word: 

a) -------------- manufacturing is an application of group technology where a portion of a firm’s manufacturing system has been covered to cells. 
b) --------------is the process of dividing the large functional pyramids into smaller, flexible administrative units. 
c) --------------have an authority over project employees relative to project’s goals. 
d) A functional strategy is the short term game plan for an important ---------within a firm. 
e) Benchmarking originally invented as a formal process by --------, is usually carried out by individual companies. 
f) -------------- focuses management’s attention on the difference between what was intended and what was achieved. 
g) The relationships in a --------------analysis are generally represented by a 2 x 2 matrix. 
h) A -------------- is designed to reverse a negative trend and bring the organization back to normal health and profitability.
Q3. Write short notes: (any four) 8 marks
   a) Strategic decision making
   b) Mission
   c) Internal environment
   d) Takeover strategy
   e) Competitive profiling
   f) Operational control

Q4. State following statements are true or false: 8 marks
   a) Vision is a set of key decisions made to meet objectives.
   b) The strategy is an enduring statement of purpose that distinguishes one business from other similar firms.
   c) Environmental scanning is a process of gathering, analyzing and dispensing information for tactical or strategic purposes.
   d) Perceptual mapping has been a popular way to represent what people believe about choice objects.
   e) A turnover is designed to improve a negative trend and bring the original back to normal health and profitability.
   f) Business strategies aim to sell goods or services to narrow or specific target market, niche or segment.
   g) Value chain analysis requires a firm to divide its operations into primary and support activity categories.
   h) The strategy identification process is a bridge between the classic economist’s view and the view of the resource school.

PART - B
   (Answer Any Three) 16 x 3 = 48 Marks

Q5. Discuss the various steps in strategic management process.

Q6. What are the contemporary approaches to strategic decision making?

Q7. a) What is SWOT analysis?
    b) What is creative use of SWOT?

Q8. a) What is mergers and acquisitions?
    b) What are the pitfalls of mergers and acquisitions?
Q. 9 Outline the advantages and disadvantages of the following structural forms:
   a) Functional structure 
   b) Product structure 
   c) Project structure 
   d) Matrix structure 

PART - C  [Compulsory]

Que – 10 : CASE STUDY  20 - Marks

Sunny Goel, completed MS from New York University and has returned to India for doing a business. He wants to set up Gym & Fitness centre in Mumbai city. The cost of the project he worked out is about Rs.2 crore.

He has appointed you as a consultant for this business. What strategy you will use for-

   a) Working out the objectives & goals
   b) Various functional level strategies
   c) Formulation of mission statement
   d) Ensuring total quality, customer satisfaction and continuous innovation

*******