Date : 17.06.2015

Max. Marks : 100

Time : 10.00 a.m. to 1.00 p.m.

Duration : 3 Hrs.

Instructions:

1. Part A – Contains 4 main questions which are compulsory. Each question carries 8 marks.
2. Part B – Answer any 3 questions out of 5 questions. Each question carries 16 marks.
3. Part C is compulsory and it is a case study carrying 20 marks.

**PART – A (compulsory) (32 x1 = 32 marks)**

Q.1 Give the full form

A. BSC    B. SAP    C. EOQ    D. SEA
E. UCL    F. ANOVA  G. CAM    H. BCG

Q.2 True or false

1) vertical linkages emphasizes efficiency and control.
2) virtual organisation is a small core organisation that out sources main business function.
3) the economic policies of the government is a part of external environment.
4) a firm in several related lines of business should be organised into SBU’s.
5) functional strategy is a long term plan .
6) six sigma is a statistical tool used for business excellence.
7) A product is bundle of attribute .
8) liquidation strategy should be followed as a last resort.

Q.3 Fill in blanks

1) In synergy effect 1+1=_____________
2) Differentiation is an aspect of ______________ strategy.
3) _______________is an enduring statement of purpose.
4) SBU is an extension of ______________ structure.
5) In RBV , V stands for ______________
6) Comparison of cost , time and quality with another firm is ______________.
7) Service is a ______________product.
8) CPM is a_________ tool
Q.4 match the following.

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
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<tbody>
<tr>
<td>1. Mission</td>
<td>A. Mckensey</td>
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<tr>
<td>2. 7s model</td>
<td>B. value and philosophy</td>
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<td>3. Lean Production</td>
<td>C. evaluation</td>
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<td>4. Rumett</td>
<td>D. cellular</td>
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<td>5. DUPONT model</td>
<td>E. feedback</td>
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<td>6. SEC</td>
<td>F. control</td>
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<td>7. Porter</td>
<td>G. reversing a negative trend</td>
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<tr>
<td>8. Turn around</td>
<td>H. five forces.</td>
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</table>

PART – B

(Answer Any Three) \(3 \times 16 = 48\) Marks

Q. 5 Explain 5 forces model

Q. 6 Discuss in detail turnaround strategy.

Q. 7 Explain mission statement.

Q. 8 Explain strategy and tactics.

Q. 9 Discuss in detail organisational culture.

PART – C (compulsory) \(20\) marks

Q. 10 Case Study

1) Make a detailed SWOT analysis of post and telegraph services in India

or

2) Make a detailed SWOT analysis of Life insurance corporation of India.

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