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

Q1. Expand the following terms: 8 marks
   a) SWOT
   b) TQM
   c) EBIT
   d) VCA
   e) CPM
   f) ROE
   g) ROA
   h) SGA

Q2. Match the following

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Operations Management</td>
<td>a. Reduced business response time</td>
</tr>
<tr>
<td>2. Strategic Business Unit</td>
<td>b. Explore and create new markets for products</td>
</tr>
<tr>
<td>3. Services</td>
<td>c. A Budgeting method</td>
</tr>
<tr>
<td>4. Strategic Plan</td>
<td>d. Grouping of Business Units</td>
</tr>
<tr>
<td>5. ZBB</td>
<td>e. Extension of the divisional Structure</td>
</tr>
<tr>
<td>6. E-Business Strategies</td>
<td>f. Transforms raw material into finished goods</td>
</tr>
<tr>
<td>7. Hub and Spoke</td>
<td>g. Long Term Plan</td>
</tr>
<tr>
<td>8. Market Segmentation</td>
<td>h. Non-physical output</td>
</tr>
</tbody>
</table>

Q3. Fill in the blanks with appropriate word: 8 marks
   a) In BCG “B” stands for ___________
   b) Demographic changes is a part of ________ environment
   c) A Good Mission Statement reflects the anticipation of ___________
   d) If two or more organizations dissolve their identity to create a new firm, it is called ___________
   e) ___________manufacturing is an application of group technology where a portion of a firm’s
Elements of strategic Management include Analysis, Choice, Implementation and __________

The two environments an organization to consider are external and __________ Environments

__________ is a form of organizational structure promoting dual subordination.

Q4. State True or False

a) Quick ratio is a non-liquidity ratio
b) Positioning is the art of deciding the organizations offer and image
c) A single product strategy is always a risky one
d) The Mission guides the operations of the firm by providing directions and sense of purpose
e) Strategic Management Techniques can be viewed as Bottom-up, Top-down or Collaborative Process.
f) Customization is not a way to differentiate a product.
g) A functional strategy is a short term game plan.

PART – B
(Answer Any Three) 3 x16= 48 Marks

Q5. What are the various means of resource allocation? Explain in brief.

Q6. Discuss the steps in the strategic management process.

Q7. Write short note on (any two)

a. Strategic decision making
b. Competitive profiling
c. SBU (Strategic Business Units)
d. Niche Strategy

Q8. Explain Michel Porter’s five force model

Q9. State the advantages and disadvantages of any two forms of organizational structures.

PART - C [ Compulsory ] 20 - Marks

Q – 10 : CASE STUDY

A multinational company manufacturing mobile phones wants to venture into the Indian rural markets. As a Strategic Management Consultant, develop the following.

a) SWOT for the company
b) Strategic policy to be adopted for successful venturing into the markets.
c) Major issues in strategic implementation
d)Benchmarking for the company

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