Part A (compulsory) (32 x 1 = 32 marks)

Q1) Give the expansion of

a. CSF
b. DFMA
c. FDI
d. ABC
e. SEC
f. LBO
g. NGO
h. ROE

Q.2) Fill in the blanks: Select appropriate option. (8 marks)

1) In entrepreneurial mode of strategic management, strategy is developed mainly by ____________
   a) Chief executive b) Senior managers c) Planning department.

2) ____________ rests on the choice of a narrow competitive scope within the industry.
   a) Cost leadership strategy b) Differentiation strategy c) Focus and Niche strategy.

3) Objectives are never ____________.
   a) Complex b) Linear c) Isolated.

4) Dissolution and formation of a new organization is called ____________
   a) Acquisition b) Take-over c) Consolidation.
5) Good mission statement reflects the anticipation of ___________.
   a) Products   b) Market   c) Customers.

6) Strategic planning technique incorporating objective driven SWOT analysis is called _________.
   a) Competitive analysis   b) SCAN analysis   c) Environment analysis.

7) Strategic Environment Assessment only applies to ____________.
   a) Policies   b) Environment   c) Plans and programs.

8) Divestment involves______________.
   a) Diversification   b) Expansion   c) Selling off.

Q3) **Write True or False** [ 8 marks ]

1) Differentiation is valuable if buyers are not price sensitive.

2) Product-Service mix enables us to decide what and how much to produce.

3) Case study training method involves giving business papers to participants.

4) Strategic planning can be viewed as bottom up system of management.

5) Capacity planning is process of forecasting demand and then deciding how to meet that demand.

6) Each firm has to select suitable structure to implement strategies.

7) E-business strategy requires technological prowess to build business.

8) Liquidation strategy is to be followed as last resort.

Q4) **Match the following** [ 8 marks ]

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Pioneer of strategy.</td>
<td>a) Steps in strategic management</td>
</tr>
<tr>
<td>2) Toyota lean production system.</td>
<td>process</td>
</tr>
<tr>
<td>3) Goals</td>
<td>b) Resource allocation</td>
</tr>
<tr>
<td>4) Internal and external analysis</td>
<td>c) Japanese management system</td>
</tr>
<tr>
<td>5) Zero based budget</td>
<td>d) Long term plan</td>
</tr>
<tr>
<td>6) Strategic plan</td>
<td>e) Cellular manufacturing</td>
</tr>
<tr>
<td>7) Just in Time</td>
<td>f) Non physical output.</td>
</tr>
<tr>
<td>8) Services</td>
<td>g) Peter Drucker</td>
</tr>
<tr>
<td></td>
<td>h) Measurable.</td>
</tr>
</tbody>
</table>
PART – B
(Answer Any Three) 3 x16= 48 Marks

Q5) Which generic strategy would you prefer for a company producing beauty products and why?

Q6) Changes in corporate strategy will precede and cause changes in organization structure. Do you agree? Explain your view points in detail.

Q7) Which is better way of expansion of business? Acquisition, merger or backward/forward integration-discuss.

Q8) Why environment analysis is necessary for strategy formulation? How will you do external environment analysis?

Q9) Explain difference between functional organization and Matrix organization with its advantages and disadvantages.

PART - C [ Compulsory ] 20 - Marks

Q10) Case Study

Analyze strategies of E-business portals like Amazon, Flipcart, Snapdeal or any other such business. Give your suggestions to improve their strategies to increase profitability.