

M3S1019

Duration: 2 1/2 Hrs.

Marks: 75

**Note: 1. All questions are compulsory subject to the internal choice.
2. Figures to the right indicate marks.**

Q1. A. True or False (Any 8) 8

1. Policies are applicable to all functional areas.
2. A vision statement should relate to the organization's core values.
3. Goals are broader in nature as compared to objectives.
4. QUEST is a five step technique of environment scanning.
5. Business growth helps to spread business risks.
6. Staff can be considered as a 'Hard element' of the 7S framework.
7. Acceptance of strategy is important for implementing the strategy effectively.
8. Strategic control includes strategic evaluation.
9. A synergy is where the whole is greater than the sum of its parts.
10. All the innovation is change, but not every change is innovation.

Q1. B. Match the following (Any 7) 7

1. Policy	a. Ambition and obsession to excel
2. Strategy	b. Organization's philosophy and purpose
3. SBU	c. Guiding statements
4. Strategic Intent	d. Broad long term plans
5. Mission	e. Multi product businesses
6. Internal environment	f. Mission and objectives
7. External environment	g. High industry growth rate and market share
8. Stars	h. Natural environment
9. Strategic control	i. Benchmarking
10. Operational control	j. Strategic field analysis

Q2. A. Define business policy. Explain the nature and characteristics of business policy. 15

OR

Q2. B. What is SBU? Discuss the advantages and limitations of SBUs. 15

Q3. A. What is environmental scanning? Explain the importance of it. 15

OR

Q3. B. Write a note on retrenchment strategies. 15

Q4. A. Discuss the different factors influencing strategic choice. 15

OR

Q4. B. Explain BCG matrix and McKinsey 7S framework. 15

Q5. A. Define strategic evaluation. Explain the barriers involved in strategy evaluation. 15

OR

Q5. B. Short Notes (Any 3)

15

1. Turnaround strategy
2. Stability strategy
3. Porter's 5 forces model
4. Micro environment
5. Strategy choice process
