

SYBMS

XY9AAD



Time: 2.30 Hrs

Strategic Mgmt. Max Marks: 75

Notes : (1) All questions are compulsory.

(2) Figures indicate to the right full marks.

Q: 1 (A) Fill in the blanks: (any 8)

(8)

- a) _____ are guides to decision making address repetitive situation.
(Strategies / business policies / business models)
- b) _____ are time bound.
(Mission / visions/ goals)
- c) _____ Strategy is used by high technology form.
(Defensive / offensive / withdrawal)
- d) 7'S Framework is the focal point of managerial _____.
(Decisions / alternative/ excellence)
- e) _____ level strategy is the long term strategy.
(Corporate / competitive/ functional)
- f) Change management is _____.
(inevitable /option/ avoidable)
- g) Strategy formulation is a _____ process.
(Analytical / internal /external)
- h) Vision is a shared across entire _____.
(Organisation / nation / society)
- i) _____ are high growth high market share business.
(Stars / cash cows /question marks)
- j) Intuition mode deals with _____.
(irregularity / regulatory / continuity)

(B) State whether True or false: (any 7)

(7)

- a) Business level strategy operates within the existing strategy.
- b) Budgetary control is based on forecasting.
- c) ROI is a measure of financial performance.
- d) Implementation of change takes employees for granted.
- e) Organisational strategy is tangible resource.
- f) Strategic management does not release efficiency.
- g) SWOT analysis is used strictly for business purpose only.
- h) Missions represent business philosophy.
- i) Employee's turnover and retention of employees are synonyms.
- j) Resource allocation is a process.

XY9AAD

Q 2 (A) State the quantitative criteria for evaluating strategy (8)

(B) What is business objectives? Explain the importance of business objectives. (7)

OR

(C) What is meant by strategy formulation? Explain the steps involved in strategic formulation. (8)

(D) Explain the impact of external environmental factors on business. (7)

Q 3 (A) Describe the individual factors affecting resistance to change. (8)

(B) Explain the role of functional policies and plans in strategy implementation. (7)

OR

(C) Discuss the five forces Model of Michael Porter. (8)

(D) What is strategic choice? Explain its process. (7)

Q 4 (A) Explain how McKinsey's 7 S Model helps in strategic management. (8)

(B) Explain with a diagram SBU structure. What are its advantages and disadvantages? (7)

OR

(C) What is expansion strategy? What are reasons to go for expansion strategy? (8)

(D) Distinguish between strategic formulation and strategic implementation. (7)

Q 5 (A) Suggest some measures to overcome or manage resistance to change. (8)

(B) Explain the process of implementation of change in an organisation. (7)

OR

Short notes on : (Any 3) (15)

- a) International strategy
- b) Human resource management policies and plans.
- c) Retrenchment strategy
- d) Synergy
- e) Mission