

[Time: 2½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. Attempt all questions.
 2. Figures to the right indicate full marks.

Attempt any three out of four

- a) What is strategic managements? Explain three levels of strategies in an organization.
- b) Define goals & objectives? Explain the characteristics of objectives?
- c) What is mission statement? Explain the characteristics of mission statement?
- d) Explain in brief Corporate Social Responsibility (CSR)

15

Attempt any three out of four

- a) Explain 7 'S' framework by Mc Kinsey
- b) What is Environmental Scanning? Why there is need for Environmental Scanning?
- c) Explain SWOT analysis.
- d) Explain "5 force" analysis by M.E.Porter

15

Attempt any three out of four

- a) Explain in brief Production & Financial Capability factors
- b) Explain in brief Economic & Social Capability factors.
- c) Explain Marketing & Personnel Capability factors
- d) Explain Strategy Evaluation Process.

15

Attempt any three out of four

- a) What is Intensive Growth Strategy?
- b) What is Integrative Growth Strategy?
- c) What is Diversification Strategy?
- d) Explain in brief External factor Evolution Matrix (EFE)

15

Attempt any five out of seven

- a) Divestment
- b) Liquidation
- c) Joint Venture
- d) Vision Statement
- e) Merger & acquisition
- f) Turnaround
- g) Competitive Profile Matrix (CPM)