

Instructions: All Questions in **Section I** carry equal marks.  
Attempt any **TWO** questions in **Section I**.

**Section I**

- Q.1** Define Strategic Management. Discuss the process of strategic management in detail. **(20)**
- Q.2 (a)** Write a detailed note on environmental scanning. **(10)**
- Q.2 (a)** Note on Value Chain Analysis. **(10)**
- Q.3 (a)** Write a short note on SWOT Analysis. **(10)**
- Q.3 (b)** Discuss BCG Matrix in detail. **(10)**
- Q.4** Write a detailed note on operational control techniques. **(20)**

**Section II**

- Q.5 Multiple Choice Questions (MCQs) (Answer any 10) (10)**
- Theme of activating strategies include?  
(a) Plans (b) Policies  
(c) Programmes (d) All of the above
  - \_\_\_\_\_ involves selling new products to the same markets.  
(a) Market Penetration (b) Market Development  
(c) Product Development (d) Diversification
  - Partha Systems was adopted by firms of which community?  
(a) Sindhis (b) Punjabis  
(c) Marwaris (d) Gujaratis
  - Exercising control by superiors over sub-ordinates is a part of which structure?

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- (a) tall structure (b) flat structure  
(c) fat structures (d) none of the above
5. Robert S. Kalpan and David P. Norton has given which of the following concepts?  
(a) Value Chain Analysis (b) Balance Scorecard Approach  
(c) Generic Strategy Model (d) Product Market Matrix
6. GAP Analysis is a part of which of the following?  
(a) Focusing on strategic alternatives  
(b) Analyzing the strategic alternatives  
(c) Evaluating the strategic alternatives  
(d) None of the above
7. Which of the following is not a part of corporate level strategic alternatives?  
(a) Expansion (b) Cost Leadership  
(c) Stability (d) Retrenchment
8. GE Nine Cell Matrix focuses on which dimensions?  
(a) Market Attractiveness (b) Business Strength  
(c) Relative Market Share (d) Both (a) & (b)
9. In MBO, O stands for?  
(a) Objectives (b) Operations  
(c) Organization (d) Owner
10. Which model is inspired by traffic lights?  
(a) Porter's Five Forces Model (b) SWOT Analysis  
(c) BCG matrix (d) GE Nine Cell Matrix
11. Which of the following is a characteristic of environment?  
(a) Dynamic (b) Complex  
(c) Multi-Faceted (d) All of the above
12. Subjective factors in strategic choice includes:  
(a) government policies (b) timing  
(c) style & attitude to risk (d) all of the above
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