

(6) _____ denotes what an organization hopes to accomplish in a future period of time.

- (a) Goals (b) Mission
(c) Vision (d) Structure

2. (a) Define the concept of Environment. Discuss the eight environmental sectors. **14**

OR

(i) Enumerate the advantages of Concentration strategy. **7**

(ii) What do you understand by cost leadership strategy? **7**

(b) Choose the correct option from the following and re-write the correct answer :
(Any **Four**) **4**

(1) _____ includes radio, television, and internet as the sources of information for environmental scanning.

- (a) Documentary evidence (b) Mass media
(c) Personal media (d) Outdoor media

(2) Sources of funds, usage of funds and management of funds will fall under _____ factors

- (a) Marketing (b) Financial
(c) HRM (d) Production

(3) A _____ is an inherent limitation or constraint which creates a strategic disadvantage for an organization.

- (a) Strength (b) Weakness
(c) Opportunities (d) Threats

(4) _____ is an idea that the whole is greater or lesser than the sum of its parts.

- (a) Goal (b) Dysergy
(c) Synergy (d) Plan

(5) _____ is special quality possessed by an organization that makes it withstand the pressures of competition in the market place.

- (a) Competency (b) Dysergy
(c) Balance score card (d) OCP

(6) Economies of scale in production and sale of products leads to _____ costs for the existing firm.

- (a) Lower (b) Higher
(c) Upper (d) Medium

3. (a) Describe the process of strategic choice. 14

OR

(i) Discuss the subjective factors in strategic choice. 7

(ii) Write a note on contingent strategies. 7

(b) Choose the correct option from the following and re-write the correct answer :
(Any **Three**) 3

(1) A _____ is a set of interlinked value-creating activities performed by an organization.

- (a) Balanced score card (b) Value chain
(c) VRIO (d) Competitive Analysis

(2) A _____ is a reference point for taking measures against the best practices anywhere in any organization.

- (a) Structure (b) Benchmark
(c) Policy (d) Plan

(3) Under environmental scanning, _____ are the current concerns that arise in response to events and trends.

- (a) Operations (b) Issues
(c) Functions (d) Benchmarks

(4) _____, in the context of an organization's resources can provide competitive advantage because it is difficult to copy.

- (a) Reputation (b) Issues
(c) Events (d) Trends

(5) _____ factors are based on one's personal judgment, collective or descriptive factors.

- (a) Objective (b) Subjective
(c) Complex (d) Simple

4. (a) Elaborate on the various types of Organization Structures. 14

OR

(i) List down the barriers in strategy implementation. 7

(ii) Define Structure. List down the characteristics of Vertical Structure. 7

(b) Choose the correct option from the following and re-write the correct answer :
(any **three**) 3

(1) _____ form of organization structure is appropriate for an organization that is owned by one person.

- (a) Entrepreneurial (b) Matrix
(c) Functional (d) Vertical

- (2) An Organizational _____ is a series of actions undertaken to achieve a predetermined result.
- (a) System (b) Process
(c) Result (d) Behaviour
- (3) The _____ structure is designed for coordination and collaboration of work among the peers of the organization.
- (a) Horizontal (b) Vertical
(c) Tall (d) Medium
- (4) _____ lies at the bottom of the pyramid of the strategy activation.
- (a) Strategy (b) Policies, procedures and rules
(c) Competition (d) Plan
- (5) Organizations are _____ entities.
- (a) Complex (b) Simple
(c) Superb (d) Orthodox
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