**Seat No. : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## AS-104

# May-2016

**M.Com., Sem.-II**

**408 : Strategic Management**

**Time : 3 Hours] [Max. Marks : 70**

**ÍÛæ˜Û¶ÛÛ :** (1) **¼ÛµÛÛ** ›**÷** ¸ÛóÊ¶ÛÛé ºõÁõÜ›÷ýÛÛ©Û ™öé.

 (2) ›÷¾Û¨Ûà ¼ÛÛ›ä÷ þùÉÛÛÙÈÛéÅÛ …Û×ïõ¦øÛ ¸ÛóÊ¶Û¶ÛÛ ïäõÅÛ •Ûä¨Û þùÉÛÛÙÈÛé ™öé.

 (3) ›÷é ¸ÛóÊ¶Û¶ÛÛé Š«ÛÁõ …Û¸Û©ÛÛ× ÐüÛéýÛ ©Ûé¶ÛÛé ’õ¾Û Š«ÛÁõÈÛÐüà¾ÛÛ× ÐüÛ×ÜÍÛýÛÛ¾ÛÛ× ›÷ÄõÁõ þùÉÛÛÙÈÛÛé.

1. (…) œ÷ÈÛ¶ÛµýÛéýÛ¶Ûà ÈýÛÛ”ýÛÛ …Û¸Ûà, ©Ûé¶ÛÛ ÅÛ“Û¨ÛÛé ÍÛ¾Û›ÛÈÛÛé. **7**

**…¬ÛÈÛÛ**

 ÈýÛæÐüÛ©¾Ûïõ ÍÛ×˜ÛÛÅÛ¶Û¶Ûà ¸ÛóÜ’õýÛÛ ÍÛ¾Û›ÛÈÛÛé.

 (¼Û) •Û¾Ûé ©Ûé **¼Ûé**¶ÛÛ ›÷ÈÛÛ¼ÛÛé …Û¸ÛÛé : **4**

 (1) ¼ÛéÅÛé¶ÍÛ¦Õø ÍïõÛéÁõïõÛ¦Ùø¶ÛÛ ˜ÛÛÁõ ´ùÜÌ¤øïõÛé¨ÛÛé ›÷¨ÛÛÈÛÛé.

 (2) Š°éùÉÛÛé¶ÛÛ ˜ÛÛÁõ ÅÛ“Û¨ÛÛé ›÷¨ÛÛÈÛÛé.

 (3) ÈýÛæÐüÛ©¾Ûïõ ˆÁõÛþùÛé …é¤øÅÛ ÉÛä× ?

 (ïõ) ¤æ×øïõ¾ÛÛ× ›÷ÈÛÛ¼ÛÛé …Û¸ÛÛé : **3**

 (1) µÛ×µÛÛ¶Ûà ÈýÛÛ”ýÛÛ¶ÛÛ ªÛ¨Û ¸ÛÜÁõ¾ÛÛ¨ÛÛé ›÷¨ÛÛÈÛÛé.

 (2) ÈýÛæÐüÁõ˜Û¶ÛÛ …é¤øÅÛé ÉÛä× ?

 (3) ÍÈÛÛé¤ø ÜÈÛÊÅÛéÌÛ¨Û …é¤øÅÛé ÉÛä× ?

2. (…) µÛ×µÛÛïõàýÛ ¸ÛýÛÛÙÈÛÁõ¨Û¶Ûà ÅÛÛ“ÛÜ¨Ûïõ©ÛÛ…Ûé ÍÛ¾Û›ÛÈÛÛé. **7**

**…¬ÛÈÛÛ**

 ïéõ¶®ùàïõÁõ¨Û¶Ûà ÈýÛæÐüÁõ˜Û¶ÛÛ¶ÛÛé …¬ÛÙ ÍÛ¾Û›ÛÈÛà, ©Ûé¶ÛÛ ºõÛýÛþùÛ…Ûé ›÷¨ÛÛÈÛÛé.

 (¼Û) •Û¾Ûé ©Ûé **¼Ûé**¶ÛÛ ›÷ÈÛÛ¼ÛÛé …Û¸ÛÛé : **4**

 (1) ¸ÛýÛÛÙÈÛÁõ¨Û¶Ûà ÍÛä“¾Û ©Û¸ÛÛÍÛ …é¤øÅÛé ÉÛä× ?

 (2) VRIO ¾ÛÛÇ”Ûä× ¤æ×øïõ¾ÛÛ× ÍÛ¾Û›ÛÈÛÛé.

 (3) ™æö¤øÛ ïõÁõÈÛÛ¶Ûà ÈýÛæÐüÁõ˜Û¶ÛÛ¶ÛÛ ïõÛéˆ¸Û¨Û ˜ÛÛÁõ ïõÛÁõ¨ÛÛé ›÷¨ÛÛÈÛÛé.

 (ïõ) ¤æ×øïõ¾ÛÛ× ›÷ÈÛÛ¼ÛÛé …Û¸ÛÛé : **3**

 (1) ¾ÛÛïëõ¤øá•Û “Û¾Û©ÛÛ¶Ûé ÅÛ•Û©ÛÛ× ˜ÛÛÁõ ¸ÛÜÁõ¼ÛÇÛé ›÷¨ÛÛÈÛÛé.

 (2) Š«Û¾Û ïõÛíéÉÛÅýÛ ÉÛÛéµÛÈÛä× (Bench Marking) …é¤øÅÛé ÉÛä× ?

 (3) ˜ÛÜ’õýÛ …éïõªÛàïõÁõ¨Û¶Ûà ÈýÛæÐüÁõ˜Û¶ÛÛ …é¤øÅÛé ÉÛä× ?

3. (…) ÈýÛæÐüÛ©¾Ûïõ ¸ÛÍÛ×þù•Ûà¶Ûà ¸ÛóÜ’õýÛÛ ¤æ×øïõ¾ÛÛ× ÍÛ¾Û›ÛÈÛÛé. **7**

**…¬ÛÈÛÛ**

 ¼Ûà.ÍÛà.œ÷. ËÛéÜ¨Ûïõ ¾ÛÛñ¦éøÅÛ ÍÛ¾Û›ÛÈÛÛé.

 (¼Û) •Û¾Ûé ©Ûé **¼Ûé**¶ÛÛ ›÷ÈÛÛ¼ÛÛé …Û¸ÛÛé : **4**

 (1) ¾ÛÛˆïõÅÛ ¸ÛÛé¤ÙøÁõ¶ÛÛ Í¸ÛµÛÛÙ©¾Ûïõ ¸ÛÜÁõ¼ÛÇÛé¶ÛÛ ÜÈÛÊÅÛéÌÛ¨Û¶ÛÛ ¸ÛÛ×˜Û ¸ÛÜÁõ¼ÛÇÛé ›÷¨ÛÛÈÛÛé.

 (2) ÜþùÉÛÛ ºéõÁõ ÈýÛæÐüÁõ˜Û¶ÛÛ …×•Ûé¶ÛÛ ïõÛéˆ¸Û¨Û ˜ÛÛÁõ ïõÛÁõ¨ÛÛé ›÷¨ÛÛÈÛÛé.

 (3) Š²Ûé•Û ÜÈÛÊÅÛéÌÛ¨Û …é¤øÅÛé ÉÛä× ?

 (ïõ) ¤æ×øïõ¾ÛÛ× ›÷ÈÛÛ¼ÛÛé …Û¸ÛÛé : **3**

 (1) ïõÛé¸ÛÛëÁéõ¤ø ÈÛÛÜÅÛ¸Û¨ÛÛ×¶ÛÛ ÜÈÛÊÅÛéÌÛ¨Û¶ÛÛé …¬ÛÙ …Û¸ÛÛé.

 (2) ºõ¦ø˜ÛÛ¶Ûà ÈýÛæÐüÁõ˜Û¶ÛÛ …é¤øÅÛé ÉÛä× ?

 (3) ÈýÛæÐüÛ©¾Ûïõ ¸ÛÍÛ×þù•Ûà¶ÛÛ …ÛïõÜÍ¾Ûïõ …Ü½Û•Û¾Û¶ÛÛ ÍÛ×þù½ÛÙ¾ÛÛ× ïõÛéˆ¸Û¨Û ˜ÛÛÁõ ¾ÛÐü«ÈÛ¶ÛÛ Ý¼Ûþäù…Ûé (Trigger Points) ›÷¨ÛÛÈÛÛé.

4. (…) ÈýÛæÐüÛ©¾Ûïõ …×ïäõÉÛ …¶Ûé ïõÛýÛÙïõÛÁõà …×ïäõÉÛ ÈÛ˜˜Ûé¶ÛÛé ©ÛºõÛÈÛ©Û ÍÛ¾Û›ÛÈÛÛé. **7**

**…¬ÛÈÛÛ**

 ËÛéÜ¨Ûïõ ÈýÛÈÛÍ¬ÛÛ©Û×ªÛ¶ÛÛé …¬ÛÙ ÍÛ¾Û›ÛÈÛà, ©Ûé¶Ûà ïõÛéˆ¸Û¨Û ˜ÛÛÁõ ¾ÛýÛÛÙþùÛ…Ûé ›÷¨ÛÛÈÛÛé.

 (¼Û) •Û¾Ûé ©Ûé **¼Ûé**¶ÛÛ ›÷ÈÛÛ¼ÛÛé …Û¸ÛÛé : **4**

 (1) ¼Û›÷é¤øÁõà …×ïäõÉÛ¶ÛÛ ˜ÛÛÁõ ºõÛýÛþùÛ…Ûé ›÷¨ÛÛÈÛÛé.

 (2) ïõÛýÛÛÙ¶ÛäÍÛÛÁõ ÈýÛÈÛÍ¬ÛÛ©Û×ªÛ¶Ûà ˜ÛÛÁõ ¾ÛýÛÛÙþùÛ…Ûé ›÷¨ÛÛÈÛÛé.

 (3) ÜÈÛÜÉÛÌ¤ø ›Û•ÛèÜ©Û …×ïäõÉÛ …é¤øÅÛé ÉÛä× ?

 (ïõ) ¤æ×øïõ¾ÛÛ× ›÷ÈÛÛ¼ÛÛé …Û¸ÛÛé : **3**

 (1) ïõÛýÛÙïõÛÁõà …×ïäõÉÛ¶Ûà ¸ÛóÜ’õýÛÛ¶ÛÛ ©Û¼Û‘õÛ…Ûé ›÷¨ÛÛÈÛÛé.

 (2) ïõÛýÛÛÙ¶ÛäÍÛÛÁõ …×ïäõÉÛ …¶Ûé ýÛÛé›÷¶ÛÛ ÈÛ˜˜Ûé¶ÛÛé ©ÛºõÛÈÛ©Û þùÉÛÛÙÈÛÛé.

 (3) ÈýÛæÐüÛ©¾Ûïõ µÛ×µÛÛïõàýÛ …éïõ¾Û (SBU)¶Ûä× ¾ÛÛÇ”Ûä×õ ÍÛ¾Û›ÛÈÛÛé.

5. ¶Ûà˜Ûé …Û¸ÛéÅÛÛ ¸ÛóÊ¶ÛÛé¾ÛÛ×¬Ûà ÍÛÛ˜ÛÛ ÜÈÛïõÅ¸ÛÛé¶Ûà ¸ÛÍÛ×þù•Ûà ïõÁõÛé : (þùÁéõïõ¶ÛÛé **1** •Ûä¨Û) **14**

 ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ïõýÛä× ÜÈÛµÛÛ¶Û µÛ×µÛÛ¶Ûà ¼ÛÛÔ ©ÛïõÛé …¶Ûé µÛ¾Ûïõà¶Ûä× ¸ÛÜÁõ¼ÛÇ •Û¨ÛÈÛÛ¾ÛÛ× …ÛÈÛé ™öé ?

 (a) ÐüÁõàºõÛˆÅÛ“Ûà ÈÛÅÛ¨ÛÛé (b) Š©¸ÛÛþù¶Û¶Ûà ïõÛ¾Û•ÛàÁõà

 (c) ÍÛ×ÉÛÛéµÛ¶Û …¶Ûé ÜÈÛïõÛÍÛ (d) µÛ×µÛÛïõàýÛ ¾ÛÛÜÐü©Ûà ÈýÛÈÛÍ¬ÛÛ (MIS)

 ‘Strategy’ ÉÛ¼þù ïõýÛÛ •Ûóàïõ ÉÛ¼þù ¸ÛÁõ¬Ûà Š©ÛÁõà …ÛÈýÛÛé ™öé ?

 (a) Stratum (b) Stretegus

 (c) Stretegia (d) …éïõ¸Û¨Û ¶ÛÜÐü

 ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ïõˆ ¸Û±ùÜ©Û ÈýÛÈÛÍ¬ÛÛ©Û×ªÛàýÛ ¾ÛæÅýÛÛ×ïõ¶Û ¾ÛÛ¤éø¶Ûà ©ÛäÅÛ¶ÛÛ©¾Ûïõ ÜÈÛÊÅÛéÌÛ¨Û¶Ûà ¸Û±ùÜ©Û ™öé ?

 (a) ¾ÛæÅýÛ ÍÛÛ×ïõÇ ÜÈÛÊÅÛéÌÛ¨Û (b) ¼ÛéÅÛé¶ÍÛ¦Õø ÍïõÛéÁõïõÛ¦Ùø

 (c) …íéÜ©ÛÐüÛÜÍÛïõ ÜÈÛÊÅÛéÌÛ¨Û (d) Š¸ÛÁõ¶Ûà ¼ÛµÛà ›÷

 ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ïõýÛä× ¸ÛÜÁõ¾ÛÛ¨Û ¾ÛàÉÛ¶Û Í¤éø¤ø¾Ûé¶¤ø¶Ûä× ½ÛÅÛÛ¾Û¨Û ïõÁéõÅÛä× …×•Û ¶Û¬Ûà ?

 (a) ¼Û›ÛÁõ (b) ÍÈÛ¶ÛÛé ”ýÛÛÅÛ

 (c) •ÛóÛÐüïõÛé (d) ÈýÛæÐüÁõ˜Û¶ÛÛ

 ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ïõˆ ¸Û±ùÜ©Û ÈýÛÈÛÍ¬ÛÛ©Û×ªÛàýÛ ¾ÛæÅýÛÛ×ïõ¶Û ¾ÛÛ¤éø ÈÛ¸ÛÁõÛ©Ûà …Û×©ÛÜÁõïõ ÜÈÛÊÅÛéÌÛ¨Û¶Ûà ¸Û±ùÜ©Û ¶Û¬Ûà ?

 (a) ÍÛ¾Û©ÛÛéÅÛ ÍïõÛéÁõ ïõÛ¦Ùø (b) VRIO ¾ÛÛÇ”Ûä×

 (c) ¾ÛæÅýÛ ÍÛÛ×ïõÇ ÜÈÛÊÅÛéÌÛ¨Û (d) •Ûä¨ÛÛ©¾Ûïõ ÜÈÛÊÅÛéÌÛ¨Û

 ¶Ûà˜Ûé þùÉÛÛÙÈÛéÅÛ¾ÛÛ×¬Ûà ÉÛä× ÈýÛæÐüÛ©¾Ûïõ …×ïäõÉÛ¶ÛÛé ¸ÛóïõÛÁõ ¶Û¬Ûà ?

 (a) ÈýÛæÐüÛ©¾Ûïõ ›Û¸Û©ÛÛé (©ÛïéõþùÛÁõà) (b) •Ûä¨ÛÈÛ«ÛÛ …×ïäõÉÛ

 (c) ÜÈÛÜÉÛÌ¤ø ›Û•ÛèÜ©Û …×ïäõÉÛ (d) ¸ÛæÈÛÙµÛÛÁõ¨ÛÛ …×ïäõÉÛ

 ïõ¤øÛéïõ¤øà¶ÛÛ ÍÛ¾ÛýÛ¾ÛÛ× ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ïõˆ …×ïäõÉÛ ¸Û±ùÜ©Û Š¸ÛýÛÛé•Ûà ™öé ?

 (a) ¸ÛæÈÛÙµÛÛÁõ¨Û ¸ÛÁõ …×ïäõÉÛ (b) …¾ÛÅÛàïõÁõ¨Û …×ïäõÉÛ

 (c) ÜÈÛÜÉÛÌ¤ø ›Û•ÛèÜ©Û …×ïäõÉÛ (d) ÈýÛæÐüÛ©¾Ûïõ ›Û¸Û©ÛÛé (©ÛïéõþùÛÁõà)

 ¶ÛïõÛÁõÛ©¾Ûïõ ÈÛÅÛ¨Û¶Ûé ŠÅ¤øÛÈÛà ¶ÛºõÛïõÛÁõïõ …éïõ¾Û¾ÛÛ× Äõ¸ÛÛ×©ÛÁõ ïõÁõÈÛÛ¶Ûà ÈýÛæÐüÁõ˜Û¶ÛÛ¶Ûé \_\_\_\_\_\_ ïõÐéü ™öé.

 (a) ÈÛíéÜÈÛÜµÛïõÁõ¨Û (b) “Û¾Û©ÛÛ

 (c) ÉÛÜî©Û (d) ¤ø¶ÛÙ …ÁõÛŠ¶¦ø

 ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ÉÛä× ÍÛ¾Ûïõ“Û …éïõªÛàïõÁõ¨Û¶Ûà ËÛéÌ¥ø Áõ›æ÷…Û©Û ïõÁéõ ™öé ?

 (a) ¸Ûé§øà ÐüÁõàºõ¶Ûé ”ÛÁõàþùà ÅÛé (b) ¸Ûé§øà ÍÛ¸ÅÛÛýÛÁõ¶Ûé ”ÛÁõàþùà ÅÛé

 (c) ¸Ûé§øà ÜÈÛ©ÛÁõïõ¶Ûé ”ÛÁõàþùà ÅÛé (d) ¸Ûé§øà Š©¸ÛÛþù¶Û¶Ûé ”ÛÁõàþùà ÅÛé

 ÈýÛæÐüÛ©¾Ûïõ ÍÛ×˜ÛÛÅÛ¶Û¾ÛÛ× ÈýÛæÐüÁõ˜Û¶ÛÛ …¾ÛÅÛàïõÁõ¨Û¶ÛÛ ©Û¼Û‘õÛ¾ÛÛ× ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ÉÛä× ¶Û‘õà ïõÁõÈÛÛ¾ÛÛ× …ÛÈÛé ™öé ?

 (a) ÜÈÛ¡ö¶Û …¶Ûé Ü¾ÛÉÛ¶Û (b) ÈÛÛÜÌÛÙïõ Š°éùÉÛÛé

 (c) ÉÛÜî©Û…Ûé …¶Ûé ¶Û¼ÛÇÛˆ…Ûé (d) ©ÛïõÛé …¶Ûé µÛ¾Ûïõà…Ûé

 ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ïõýÛÛé ÜÈÛÍ©ÛÛÁõ ¸Ûé§øà¶Ûà ¶Û¼ÛÇÛˆ ¼Û¶Ûà ÉÛïéõ ™öé ?

 (a) ¼ÛþùÅÛÛ©Ûà œ÷ÈÛ¶ÛÉÛíéÅÛà (b) ¸Ûé¤ÖøÛéÅÛ¶Ûà ÈÛµÛ©Ûà Ýïõ¾Û©Û

 (c) Ü¼Û¶Û …ÍÛÁõïõÛÁõïõ ¾ÛÛïëõ¤øá•Û (d) ÈÛµÛ©Ûä× ¸ÛóþæùÌÛ¨Û

 ¶Ûà˜Ûé¶ÛÛ ¸Ûíéïõà ïõˆ ¸ÛóýÛäÜî©Û ÐüÁõàºõ ³ùÛÁõÛ Í¬ÛÛ¶Û ¸ÛóÛÜ¸©Û ¾ÛÛ¤éø Š¸ÛýÛÛé•Û¾ÛÛ× ÅÛéÈÛÛ©Ûà ¶Û¬Ûà ?

 (a) Ýïõ¾Û©Û ÐüÁõàºõÛˆ (b) Ýïõ¾Û©Û –Û¤øÛ¦øÛ¶Ûà ›ÛÐéüÁõÛ©Û

 (c) ¶ÛÈÛà ¸ÛéþùÛÉÛ¶Ûà Áõ›æ÷…Û©Û (d) ›ÛÐéüÁõÛ©ÛÛé –Û¤øÛ¦øÈÛà

 ¸Ûé§øà¶ÛÛ ÈÛÛ©ÛÛÈÛÁõ¨Û¾ÛÛ× ¾ÛÐü«ÈÛ¶ÛÛ ¸ÛóÜ©ÛïæõÇ (ÜÈÛ¸ÛÁõà©Û) ¸ÛÜÁõ¼ÛÇ¶Ûé \_\_\_\_\_\_ ©ÛÁõàïéõ …ÛéÇ”ÛÈÛÛ¾ÛÛ× …ÛÈÛé ™öé.

 (a) ½ÛýÛ/µÛ¾Ûïõà (b) ©Ûïõ

 (c) ¶Û¼ÛÇÛˆ (d) ÉÛÜî©Û

 ¸ÛýÛÛÙÈÛÁõ¨Û¶Ûà ©Û¸ÛÛÍÛ ¾ÛÛ¤éø ïõýÛÛ ¸ÛÜÁõ¼ÛÇÛé µýÛÛ¶Û¾ÛÛ× ÅÛéÈÛÛ ›Ûéˆ…é ?

 (a) –Û¤ø¶ÛÛ…Ûé …¶Ûé ÈÛÅÛ¨ÛÛé.

 (b) –Û¤ø¶ÛÛ…Ûé, ÈÛÅÛ¨ÛÛé, ÍÛ¾ÛÍýÛÛ…Ûé …¶Ûé …¸Ûé“ÛÛ…Ûé

 (c) ÍÛ¾ÛÍýÛÛ…Ûé …¶Ûé …¸Ûé“ÛÛ…Ûé

 (d) ÈÛÅÛ¨ÛÛé …¶Ûé ÍÛ¾ÛÍýÛÛ…Ûé

\_\_\_\_\_\_\_\_\_\_\_

**Seat No. : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## AS-104

# May-2016

**M.Com., Sem.-II**

**408 : Strategic Management**

**Time : 3 Hours] [Max. Marks : 70**

**Instructions :** (1) **All** questions carry equal marks.

 (2) Figure to the right indicates total marks of the question.

 (3) Please state the question number in answer book which you are attempting.

1. (A) Give definition of mission and explain its characteristics. **7**

 **OR**

 Explain process of strategic management.

 (B) Answer any **two** : **4**

 (1) State four perspectives of balanced score card.

 (2) State four characteristics of objectives.

 (3) What is meant by strategic intent ?

 (C) Answer in brief : **3**

 (1) State three dimensions of business definition.

 (2) What is meant by strategy ?

 (3) What is meant by SWOT analysis ?

2. (A) Explain characteristics of Business Environment. **7**

**OR**

 Explain the meaning of concentration strategy and explain its advantages.

 (B) Answer any **two** : **4**

 (1) What is meant by environment scanning ?

 (2) Explain VRIO framework.

 (3) State any four reasons for retrenchment strategy.

 (C) Answer in brief : **3**

 (1) State four factors (forces) regarding marketing capability.

 (2) What is meant by Bench Marking ?

 (3) What is meant by Vertical Integration ?

3. (A) Explain in short the process of strategic choice. **7**

 **OR**

 Explain the B.C.G. matrix model.

 (B) Answer any **two** : **4**

 (1) State five factors (forces) of Micheal Porter’s competitive forces analysis.

 (2) State any four factors (reasons) regarding turnaround strategy.

 (3) What is meant by industry analysis ?

 (C) Answer in brief : **3**

 (1) State meaning of corporate parenting analysis.

 (2) What is meant by liquidation strategy ?

 (3) State any four trigger points regarding strategic choice contingency approach.

4. (A) Explain difference between strategic control and operating control. **7**

**OR**

 Explain meaning of matrix organization and explain its any four limitations.

 (B) Answer any **two** : **4**

 (1) State any four advantages of budgetary control.

 (2) State any four limitations of functional organization.

 (3) What is meant by special alert control ?

 (C) Answer in brief : **3**

 (1) State stages (steps) of operating control process.

 (2) State difference between functional control and plan.

 (3) Explain the strategic business unit (SBU) structures.

5. Select the right option (Alternative) from the following questions (**One** mark each) : **14**

(1) Which of the following can be considered one of the factor of external opportunities and threats ?

 (a) Competitive trends (b) Production operations

 (c) Research and development (d) Management information system (MIS)

(2) The word ‘strategy’ is derived from which Greek word ?

 (a) Stratum (b) Strategus

 (c) Stretegia (d) None of the above

(3) Which of the following is organizational appraisal method for comparative analysis ?

 (a) Value Chain Analysis (b) Balanced Score Card

 (c) Historical Analysis (d) All of the above

(4) Which one of the following dimensions, is NOT a recommended component of a mission statement ?

 (a) Market (b) Self-Concept

 (c) Customers (d) Strategy

(5) Which of the following is not used as a method of organizational appraisal for internal analysis ?

 (a) Balanced score card (b) VRIO framework

 (c) Value chain analysis (d) Qualitative analysis

(6) Which of the following is not a type of strategic control ?

 (a) Strategic surveillance (b) Quality control

 (c) Special alert control (d) Premise control

(7) From the following which control system is useful in emergency ?

 (a) Premise control (b) Implementation control

 (c) Special alert control (d) Strategic surveillance

(8) The strategy which converts negative trends into profitable units is called

 (a) Differentiation (b) Capability

 (c) Strength (d) Turnaround

(9) Which of the following best describes the horizontal integration ?

 (a) Firm takes over a competitor (b) Firm takes over a supplier

 (c) Firm takes over a distributor (d) Firm takes over a manufactur

(10) Which of the following are developed in strategy implementation phase of strategic management ?

 (a) Vision and mission (b) Annual objectives

 (c) Strength and weaknesses (d) Opportunities and threats

(11) Which one of the following area can be weakness of a firm ?

 (a) Changing life style (b) High oil prices

 (c) Ineffective marketing (d) Increasing pollution

(12) Which one of the following is not a tactic used by competitor when jockeying for position ?

 (a) Price competition (b) Advertising price cuts

 (c) Product introduction (d) Reduced advertising

(13) A major unfavourable situation in the firm’s environment is known as

 (a) Threats (b) Opportunity

 (c) Weaknesses (d) Strengths

(14) Which factors are required for environmental scanning ?

 (a) Events and Trends

 (b) Events, Trends, Problems and Expectations

 (c) Problems and Expectations

 (d) Trends and Problems

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_