

[Time: 2 ½ Hours]

[ Marks:75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

- Q.1 a What do you mean by strategy? Explain its features. 8  
b List down the merits and demerits of Strategic Business Units (SBUs) 7  
OR  
p Enumerate the qualities of Strategic Leader. 8  
q State the advantages and limitations of Strategic Management. 7
- Q.2 a Define Business Environment. Explain the components of Internal environment of business 8  
b Discuss the arguments in favour and against Corporate Social Responsibility (CSR) 7  
OR  
p Explain the impact of technology in Banking and Insurance sector. 8  
q Explain how economic environment affects business. 7
- Q.3 a Explain the following concepts 8  
i) Outsourcing  
ii) Downsizing  
iii) Mission  
iv) Vision  
b What is GE Planning Grid? Discuss its uses. 7  
OR  
p Explain the BCG Matrix in detail. 8  
q Explain the types of Diversification strategy with suitable examples. 7
- Q.4 a Explain the relation between strategy and structure. 8  
b Explain how motivation is a key driver of strategy 7  
OR  
p Discuss the major resources used by the organization. 8  
q Highlight the role of creativity and innovation in strategic management. 7
- Q.5 Write short notes on any 3 from the following 15  
i) Triple Bottom Line (TBL)  
ii) Responsibility Centers  
iii) Performance Gap Analysis  
iv) SWOT Analysis  
v) Types of Goals.
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