Q.1. Explain the usefulness of SWOT Analysis in today’s competitive scenario.  
   OR  
   Explain the dynamics of external environment (PESTLE ANALYSIS).  

Q.2. Explain grand strategy matrix, a tool for situational analysis with a neat pictographic presentation.  
   OR  
   Discuss Boston consultancy Group (BCG) Matrix of corporate portfolio analysis with neat diagram.

Q.3. How do policies play a vital role in day-to-day operations of hospitality sector?  

Q.4. List the elements of a well drafted mission statement and give a brief discussion.  

Q.5. State the various approaches for developing strategies.  


Q.7. With the help of appropriate examples, prepare short notes (any five):
   (a) Conglomerate diversification  (b) Forward integration  
   (c) Product development  (d) Market penetration  
   (e) Joint venture  (f) Liquidation  
   (g) Divestiture  

(5x2=10)