Q.1. Explain in detail about McKinsey's 7 S frame work. (10)

Q.2. Explain in detail about Strategy formulation. (10)

Q.3. What are the characteristics of a Mission Statement? 
OR 
Define Strategic Management process. Explain the need of Strategic Management in the business industry. (10)

Q.4. Explain in detail about Adaptive search and Intuition search. 
OR 
Explain in detail about Strategic factors and Picking Niches. (10)

OR 
Define a Policy. Explain its functional areas. (10)

Q.6. Define the following: 
(a) Liquidation  
(b) Divestiture  
(c) Joint venture  
(d) Market penetration  
(4x 2 ½ =10)

Q.7. Explain in detail about BCG Matrix. 
OR 
Explain in detail about the Environmental Analysis. (10)
Q.8. Write in detail about SWOT Analysis. (10)

Q.9. What do you mean by a Mission, Vision, Objectives and Goals? (10)

Q.10. A What do you mean by the following in Strategic Management?
(i) SPACE (ii) QUEST (iii) QSPM (iv) BCGM (v) TOWS

B Fill in the blanks:
(i) Jet Airways acquires SAHARA Airlines is __________.
(ii) A restaurant purchasing Bakery is ________.
(iii) A hotel acquiring a chain of travel agents is ________.
(iv) ITC a cigarette company into the hotel industry is an example of ________.
(v) Camlin which is famous for stationery products have come out with stitching and fabric paintings is an example of ________. (5+5=10)

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