Q.1. Draw and describe the process of strategic management. List the elements of strategic management.

OR

(i) Explain the importance of a mission statement for an organization.
(ii) Write a mission statement for an upscale hotel chain

(5+5=10)

Q.2. What do you understand by strategic approaches? List at least five approaches and describe.

OR

What do you understand by the terms ‘objectives’ and ‘goals’? Explain these terms by giving five examples each.

(10)

Q.3. Write short notes on any two:
(i) Forward integration
(ii) SWOT analysis
(iii) McKinsey’s 7s framework
(iv) Environmental scanning

(2x5=10)

Q.4. Illustrate environmental threat and opportunity profile (ETOP) for a chain of budget hotel project.

OR

Illustrate organizational capability profit (OCP). Assume necessary data.

(5)

Q.5. Classify grand strategy alternatives. Explain any two alternatives.

OR

With the help of a neat diagram, explain Michael Porter’s five forces of competition.

(5)
Q.6. What are the levels of strategic management? Describe the characteristics of strategic business unit.

OR

Explain the different leadership styles and theories. Explain any one theory with illustration.

(5)

Q.7. With the help of a diagram, explain the concept of BCG matrix.

OR

Illustrate ‘product life cycle concept’ on portfolio management.

(5)

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