Q.1. Discuss the concept of external environment with relevant examples. 

(10)

Q.2. Explain BCG Matrix with neat diagram in detail. 

OR

Explain SPACE Matrix with neat diagram in detail. 

(10)

Q.3. Define strategy. List the characteristics of a good mission statement. 

OR

List the various approaches adopted while developing strategies. Explain any two approaches in brief. 

(5)

Q.4. Differentiate between backward integration and forward integration strategy. 

OR

Explain diversification strategy in detail with its sub-categories. 

(5)

Q.5. Write short notes on the following (any two):

(a) Advantages of formal policies  
(b) Styles of leaderships  
(c) Marketing policy  
(d) Need of environmental analysis  

(2x2 ½ =5)


(5)

Q.7. Match the following:

(a) Turn around  
(b) Conglomerate  
(c) Market penetration  
(d) Stability  
(e) Liquation  

(i) New market new product  
(ii) Resource reallocation  
(iii) Continuous losses  
(iv) Existing product  
(v) No profit  

(5)

Q.8. Fill in the blanks:

(a) __________ is where the organization wants to go from where it is at present.  
(b) The process of translating, putting into action or execution of strategy is known as __________.  
(c) __________ is the process of identifying and evaluating an organization’s specific characteristics, including its resources, capabilities, core competencies.  
(d) __________ diversification is also known as heterogeneous diversification.  
(e) __________ matrix is developed on determining attractiveness scores for various strategies.  

(5x1=5)

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