

Note: Answer all question, All questions carry equal mark.

Q.1. Answer any four of the following in about 250 words each:

- (a) "Strategic management should help a company reach its goals". Comment
- (b) Can strategy be developed creatively or rationally ? Agree
- (c) How has technology altered the strategic management scenario in this Globalized era?
- (d) Enumerate the components of 'Strategic Decision-making'.
- (e) Why is it so important to integrate intuition and analysis in strategic management?
- (f) Explain the importance of a mission and vision statement for an organization.

Q.2. Discuss in detail, the basic/ framework of strategic management with from the corporate world. Also,

explain the concept and importance of 'Strategic Business Unit'.

OR

Q.2. Discuss the process of strategy development. What role is played by a learning organization in strategy development ? Why is environmental scanning necessary for a good strategy formulation ?

Q.3.(a) How would you identify the key 'structural' features that determine the strength of the competitive force and hence, industry profitability?

(b) Prepare an ETOP for any organization of your choice.

OR

Q.3.(a) Define the 'Core competence'. Where do they reside in an organisation ? How can organization competence contribute to the delivery of customer value? Provide a modelled discussion.

(b) Discuss the implication of 'Grand Strategies' for an organisation.

Q.4. (a) Explain the concept of 'Corporate Parenting'. How does the rationale of corporate parents help in

balancing portfolios in a multi-business firm?

(b) Discuss the various type of strategic control mechanism.

OR

Q.4. (a) Distinguish between related and unrelated diversification. Discuss the role of synergy managers and parental developers in the context.

(b) Discuss the strategic implementation issues with regards to values and ideologies.

Q.5. Write notes on any two of the following :

- (a) Strategic issues in Entrepreneurial ventures.
- (b) TOWS matrix
- (c) Strategic information system
- (d) McKinsey's 7-s framework and its importance.