

Instruction to Candidates:

- 1) Section - A is compulsory.
- 2) Attempt any Nine questions from Section - B.

Section - A
(15 x 2 = 30)

Q1)

- a) Define Corporate Vision.
- b) Define Strategy.
- c) Difference between mission and goal.
- d) SWOT Analysis.
- e) Identify four important external environmental factors.
- f) Strategic Advantage Profile.
- g) Define Benchmarking.
- h) Define Liquidation.
- i) Synergy.
- j) Competitive Advantage.
- k) Strategic Gap Analysis.
- l) Vertical Integration.
- m) Core competence.
- n) Organizational Capability Profile.
- o) Combination Strategy.

Section - B

(9 x 5 = 45)

- Q2) Explain various stages in strategy formulation process.
- Q3) Discuss the key internal success factors that determine the success of the organization.
- Q4) Outline Porter's Five Forces Model.
- Q5) Explain the Combination strategy that organizations can adopt?
- Q6) Explain the methods of benchmarking.
- Q7) What do you understand by cost leadership strategies?
- Q8) What are the various reasons a firm pursues a stability strategy?
- Q9) Outline the GE 9 cell grid model.
- Q10) Identify major difficulties encountered in strategy implementation.
- Q11) Explain the concept of value chain analysis.
- Q12) Discuss the techniques of strategic control.
- Q13) What is the role of top management in strategy formulation and implementation?