

- (d) Evaluate internal financial resources
- 1-d. Which external environment component is commonly included in environmental analysis? (CO2, K1) 1
- (a) Organizational hierarchy
 - (b) Political, Economic, Social, and Technological factors
 - (c) Employee job satisfaction
 - (d) Internal auditing processes
- 1-e. In the BCG Matrix, a business unit with high market share and high market growth is classified as a: (CO3, K1) 1
- (a) Dog
 - (b) Star
 - (c) Cash Cow
 - (d) Question Mark
- 1-f. In evaluating strategic alternatives, the criterion of consistency refers to: (CO3, K1) 1
- (a) Alignment with organizational goals and culture
 - (b) Availability of resources to implement the strategy
 - (c) Expected risk and return outcomes
 - (d) Fit with the external environment
- 1-g. Which of the following is a major barrier to successful strategy implementation? (CO4, K1) 1
- (a) Excess environmental scanning
 - (b) Poor coordination among functional areas
 - (c) Too many strategic alternatives
 - (d) High market share
- 1-h. Ethical behaviour and social responsibility in strategic management mainly aim to: (CO4, K1) 1
- (a) Maximize short-term profits
 - (b) Improve brand image and stakeholder trust
 - (c) Reduce the number of competitors
 - (d) Increase operational efficiency only
- 1-i. Which of the following is a typical characteristic of a maturing or declining industry? (CO5, K1) 1
- (a) Rapid technological change
 - (b) High growth rate and new entrants
 - (c) Market saturation and reduced demand

	(d) Extremely low competition	
1-j.	A strategy commonly recommended for firms competing in fragmented industries is: (CO5, K1)	1
	(a) Mass production to achieve high economies of scale	
	(b) Consolidation through mergers	
	(c) Using specialization or focused differentiation	
	(d) Heavy investment in declining products	
2.	Attempt all parts:-	
2.a.	Define Mission. (CO1, K2)	2
2.b.	Enumerate the term Competitive Parity. (CO2, K3)	2
2.c.	Distinguish between Mergers and Acquisitions. (CO3, K3)	2
2.d.	Write a short note about Strategic Plan. (CO4, K4)	2
2.e.	Define Red Ocean Strategy. (CO5, K2)	2
	SECTION – B	30
3.	Attempt all parts:-	
3.a.	Answer any <u>one</u> of the following-	
3-a.i	Write a note about the scope of Strategic Management. (CO1, K3)	6
3-a.ii	Explain Levels of Strategy with suitable examples. (CO1, K2)	6
3.b.	Answer any <u>one</u> of the following-	
3-b.i	Elucidate ETOP with suitable examples. (CO2, K2)	6
3-b.ii	Discuss the importance of SWOT analysis in strategy formulation. (CO2, K2)	6
3.c.	Answer any <u>one</u> of the following-	
3-c.i	Explain the concept of Outsourcing Strategy with examples. (CO3, K4)	6
3-c.ii	Write a note about the BCG matrix with suitable examples. (CO3, K2)	6
3.d.	Answer any <u>one</u> of the following-	
3-d.i	Define Leadership. Explain types of leadership. (CO4, K2)	6
3-d.ii	Discuss in detail about the various barriers in implementing Strategies. (CO4, K4)	6
3.e.	Answer any <u>one</u> of the following-	
3-e.i	Briefly explain about the Blue Ocean strategy. (CO5, K3)	6
3-e.ii	Explain suitable strategies for declining industries. (CO5, K4)	6
	SECTION – C	50
4.	Answer any <u>one</u> of the following-	
4-a.	Define Strategic Intent and critically examine how Vision and Mission statements help organizations articulate their long-term direction. (CO1, K2)	10
4-b.	Suggest various strategies to Government of India to make India a developed country. (CO1, K4)	10
5.	Answer any <u>one</u> of the following-	

- 5-a. You are the strategy consultant for BlueWave Beverages, a mid-sized company planning to enter the functional energy drink market in India. This market is currently dominated by multinational brands, but consumer demand for natural, low-sugar alternatives is growing rapidly. BlueWave aims to launch a herbal-infused energy drink targeted at young professionals and fitness enthusiasts. Using Porter's Five Forces Model, analyse the competitive environment for BlueWave Beverages as it considers entering the functional energy drink market. (CO2, K4) 10
- 5-b. Explain the role of Core Competence in achieving Competitive Advantage. (CO2, K3) 10
6. Answer any one of the following-
- 6-a. Describe the various Growth Strategies used by firms to expand their market position. (CO3, K3) 10
- 6-b. Write a descriptive note on GE nine cell matrix with examples. (CO3, K2) 10
7. Answer any one of the following-
- 7-a. Explain Mintzberg's "Five Ps of Strategy" and analyse how each "P" can shape the strategic thinking of a modern organisation. (CO4, K4) 10
- 7-b. Using the McKinsey 7-S Framework, analyse how leadership style and corporate culture influence the alignment of organisational elements during strategy execution. (CO4, K3) 10
8. Answer any one of the following-
- 8-a. Explicate the Balanced Scorecard framework and discuss how it helps an organization translate its vision and strategy into a measurable performance indicator. (CO5, K4) 10
- 8-b. Describe the reasons why certain industries remain fragmented and evaluate the strategic options available to firms operating in such markets. (CO5, K3) 10