

- (vii) Determine from the following that is an element of a firm's remote external environment
- a) Competition
b) Political agencies
c) Suppliers
d) Trade union
- (viii) Determine that is not a stage of strategy formulation techniques
- a) Formulation Framework
b) Matching stage
c) External factor evaluation
d) Decision stage
- (ix) Deduce stages of strategic management process
- a) Environmental scanning, Strategy formulation, Implementation, control and evaluation
b) Strategy formulation, Environmental scanning, Implementation, control and evaluation
c) Environmental scanning, Strategy Implementation, formulation, control and evaluation
d) Strategy formulation, Implementation, control, evaluation, Environmental scanning
- (x) Categorize BCG matrix
- a) Boston Calmette Group
b) British Consulting Group
c) Boston Corporate Group
d) Boston Consulting Group
- (xi) Name the acronym SWOT
- a) Special Weapons for Operations Timeliness
b) Services, Worldwide Optimization, and Transport
c) Strengths Worldwide Overcome Threats
d) Strengths, Weaknesses, Opportunities, and Threats
- (xii) Predict the nature of joint venture
- a) Two firms collaborate together on a specific project
b) One firm licenses its intellectual property to another firm
c) Two firms merge together
d) Two firms come together to form a third, legally separate firm
- (xiii) Identify the issue considered in developing corporate strategies.
- a) What direction are we going?
b) What resources do we have to implement our strategies?
c) What businesses are we in and what to do with those businesses?
d) What business(es) are we in?
- (xiv) Choose retrenchment strategy
- a) When a company experiences declining profits and makes cutbacks to improve efficiency
b) When a company adopts a new strategic position for a product or service
c) The sale of the complete business, either as a single going concern or piecemeal to different buyers or sometimes by auctioning the assets
d) take place when an organization lacks a key success factor for a particular market
- (xv) Tell the foundation of blue ocean strategy.
- a) Innovation
b) Value creation
c) Value innovation
d) value cost trade-off

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Express the importance of SWOT analysis in an organizational aspect. (3)
3. Illustrate ETOP analysis (3)
4. Develop the concept of BCG matrix with an example. (3)
5. Illustrate BCG matrix (3)
6. Express the various advantages of environmental scanning process for an organization. (3)

OR

- Compose the factors which contribute towards the success of a strategic alliance. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

- 7. Define TOWS matrix with example (5)
- 8. Determine the advantages and disadvantages of vertical integration and outsourcing. (5)
- 9. Explain the impact of globalisation on Indian industry (5)
- 10. Compare between objectives and goal with considering a relevant example. (5)
- 11. Analyze the nature of strategic analysis (5)
- 12. Assess the differences between forward and backward integration strategy. (5)

OR

Distinguish between Intensive Strategies and defensive Strategies in a context of an organization. (5)
