

**PUNE VIDYARTHI GRIHA'S  
COLLEGE OF SCIENCE & TECHNOLOGY  
(REGULAR EXAM – SEMESTER -III)  
2023-24**

**Course : S.Y.B.M.S  
Date : 23/10/2023**

**Subject : STRATEGIC MANAGEMENT**

**Time : 2:30 Hr  
Marks: 75  
Q.P.Code: UBMSFSIII.2**

**N.B.**

**1. All Questions are compulsory.**

**1. choose the appropriate alternative from the given options. (Any 8) (MARKS 08)**

1. \_\_\_\_\_ level strategy is a long-term strategy.  
[a] corporate [b] competitive [c] functional
2. Vision is shared across entire \_\_\_\_\_.  
[a] Organization [b] Nation [c] society
3. \_\_\_\_\_ are time bound.  
[a] mission [b] Vision [c] Goals
4. SWOT analysis is used at \_\_\_\_\_ intervals.  
[a] Frequent [b] infrequent [c] Regular
5. Environmental \_\_\_\_\_ identified opportunities and threats affecting the business.  
[a] control [b] Scanning [c] Evaluation
6. McKinsey's 7S framework includes \_\_\_\_\_.  
[a] Systems [b] Stage [c] Singal
7. \_\_\_\_\_ mode deals with short term goals.  
[a] planning [b] adaptive [c] Integrated
8. Strategic choice determines the \_\_\_\_\_ strategy of firm.  
[a] past [b] present [c] future
9. Standards can be either quantitative or \_\_\_\_\_.  
[a] Numerical [b] Qualitative [c] Quota
10. Financial synergy puts capital to \_\_\_\_\_ use.  
[a] future [b] Optimum [c] perfect

**B) State whether the following statements are true or false ( Any 10) (MARKS 07)**

1. strategic management does not raise efficiency.
2. vision indicates achievable aspirations for the future.
3. functional level strategy is industry oriented.
4. environmental analysis is an ad-hoc process.
5. Divestment strategy identified promising investments.
6. Strategic analysis is a component of strategic management.
7. BCG model is applicable to single business firms.
8. Functional strategies provides roadmap to achieve objectives of functional areas.

9. ROI is a measure of financial performance.

10. Resistance to change is mostly physical.

**Q. 2 Answer the following**

A. What is strategic management? Explain its feature

**(MARKS 07)**

B. What is business objective? Explain the importance of business objectives.

**(MARKS 08)**

**OR**

C. explain the different levels of strategy with the help of diagram.

**(MARKS 07)**

D. Explain in brief the external business environment.

**(MARKS 08)**

**Q. 3** A. Which is SWOT analysis? Explain with the help of corporate example.

**(MARKS 07)**

B. What is integration strategy? Explain the different types of it.

**(MARKS 08)**

**OR.**

C. What is stability strategy? Explain the need and types of it.

**(MARKS 08)**

D. Explain in brief the different modes of market entry in international business.

**(MARKS 07)**

**Q. 4** A. What is BCG matrix? Explain with the help of diagram and with suitable example. **(MARKS 07)**

B. What is strategy evaluation? Explain the different steps of evaluation.

**(MARKS 08)**

**OR**

C. Explain GE planning grid [GE a cell]

**(MARKS 07)**

D. What is change management? Explain how to overcome or management resistance to change.

**(MARKS  
08)**

**Q. 5 write a short note on ( any 3 )**

**(MARKS 15)**

1. Vision

2. Turnaround strategy

3. R&D strategy

4. Finance Strategy

5. Synergy