

Time : 2:30 Hrs

[Total Marks : 75] 22

- N.B. : (1) All questions are compulsory.  
(2) All Questions carries equal Marks.  
(3) Figures to the right indicate full marks of questions.  
(3) Please verify whether you have received the right question paper.

Q.1 Answer the following question. 15

- A. Explain strategic management and discuss its benefits. 5000 2000  
B. Comment on business environment and state its components. 7000 2000

OR

- A. Explain different kinds of Functional Strategies. SWOT  
B. Comment on different levels of strategies.

Q.2 Answer the following question. 15

- A. What are the different stages of strategy formulation? F O A S G F A C  
B. Briefly discuss about SWOT.

OR

- A. Write in detail about ETOP.  
B. What is resource allocation? State its importance.

Q.3 Answer the following question 15

- A. Comment on corporate restructuring strategies.  
B. Elaborate strategic alliance.

OR

- A. Briefly discuss about PPP.  
B. Write a note on role of IT sector in Indian business environment.

Q.4 A. Fill in the blank. 05

1. The word 'strategy' has been derived from \_\_\_\_\_ word.  
a. Greek b. Latin. C. French d. English  
2. Business Environment mainly consists of two types of factors namely internal and \_\_\_\_\_ environmental factors  
a. external b. social c. political d. economical  
3. The Divestment Strategy is a \_\_\_\_\_ strategy.  
a. retrenchment b. Layoff c. Developmental d. business  
4. Public-private partnership (PPP) is often defined as a \_\_\_\_\_ type of contract.  
a. long b. short c. brief d. major  
5. The Make in India initiative was launched by Prime Minister in September \_\_\_\_\_.  
a. 2014 b. 2015 c. 2016 d. 2017

B. Match the column. 05

- |                       |                             |
|-----------------------|-----------------------------|
| 1. SBU                | a. Firms Business           |
| 2. Mission            | b. General Electric Company |
| 3. Strategic Alliance | c. Dual Mode                |
| 4. Hybrid Delivery    | d. French Word              |
| 5. Disaster           | e. Preparedness             |

C. True or False.

05

1. Natural disasters are mostly man made.
2. BOT mostly deals with minor projects
3. In PPP model major role played by government.
4. SWOT is used to analysis of business health.
5. QUEST is deals with environmental scanning.

Q.5 Write Shot Notes (Any Three)

15

- A. BPO
- B. KPO
- C. Reengineering Business Processes
- ~~D. Disaster Management~~
- E. Make in India Policy

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