**Time - 3 Hour****Maximum Marks: 50 (Minimum Marks: 20)****Instructions to students:**

- This question paper contains 02 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

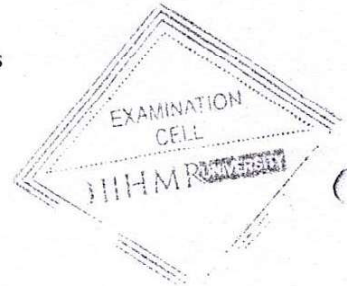
Part A**(Maximum Marks: 5)****Q1. Choose the correct option for the following (1 mark each):**

- (a) Strategy is developed by the visionary chief executive in _____ mode of strategic Management:
- (i) Planning mode Option
 - (ii) Adaptive mode Option
 - (iii) Strategic mode Option
 - (iv) Entrepreneurial mode
- (b) When an industry relies heavily on government contracts, which forecasts can be the most important part of an external environment analysis?
- (i) Economic
 - (ii) Competitive
 - (iii) Political
 - (iv) Multinational
- (c) Low cost, Differentiation and Focus are examples of ?
- (i) Corporate strategies
 - (ii) Operational strategies
 - (iii) Business strategies
 - (iv) Functional strategies
- (d) BCG in BCG matrix stands for-
- (i) Boston Calmette Group
 - (ii) British Consulting Group
 - (iii) Boston Corporate Group
 - (iv) Boston Consulting Group
- (e) Product differentiation refers to the:
- (i) Ability of the buyers of a product to negotiate a lower price.
 - (ii) Response of incumbent firms to new entrants.
 - (iii) Belief by customers that a product is unique.
 - (iv) Fact that as more of a product is produced the cheaper it becomes per unit.

Part B**(Maximum Marks: 15)**

Answer any three of the following questions (5 mark each).

- Q2. Define Strategic Management. Why is it important for any organization?
- Q3. What do you understand value chain? Explain value-chain analysis with the help of an example.
- Q4. Explain BCG Matrix with appropriate examples.
- Q5. What are the common problems in implementing Strategic Plans? Discuss
- Q6. Discuss the barriers in Strategic Evaluation and Control.

**Part C****(Maximum Marks: 30)**

Answer any three of the following questions (10 mark each).

- Q7. Define Environmental Scanning. Discuss the components of External Environment for a company operating in Development Sector.
- Q8. Illustrate the application of Michael Porter's Five Forces Model to analyze development sector in India.
- Q9. What do you understand by corporate strategy? Discuss directional strategy in detail.
- Q10. Draft a conceptual model for creating a 'strategic plan' for a Development Sector Organization in India.