

Instructions :

1. Attempt all questions from section- I and any three questions from section-II
2. Fitters to eight indicate full marks
3. Answers with diagrams and examples will be appreciated.

SECTION - I

Q. 1 Define & briefly Explain following concepts. : any three (15)

1. Strategic Choice
2. Strategic Evaluation
3. Strategy Formulation.
4. Strategy Implementation.
5. Strategic Analysis
6. Strategic control.

Q. 2 Case study : (10)

Chem phos Ltd. was selling chemicals. Its chief executive officer. Mr. Dave believed in top to bottom style of management. The company incurred losses to the extent that it reached the stage of liquidation. A new chief executive officer, Mr. D'sou'a was appointed who took the following steps :

Questions.

- (i) He adopted turnaround strategy to convert the loss making company in to profit making one.
- (ii) He developed manpower planning process to review policies with respect to appointments, dismissals and performance appraisals.
- (iii) He implemented a management accounting system to cut down costs at divisional level.

In the personnel department, change in strategy resulted in reduction in work force by about 15 percent. A new policy of promotions from within was also introduced to provide incentives to the existing workforce to increase their efficiency. As a result, sales doubled and return on equity almost tripled.

Questions.

1. Which grand strategy the new chief executive officer adopted ? (5)
2. What other alternative strategic options were available to him? (5)
3. Which was the appropriate strategy if company carried on more than one line of business. (5)

MARKS : 60

TIME : 2 hours

SECTION - II (ony three)

- Q.3** What suggestions would you give to make strategio management more effective? (10)
- Q. 4** Explain the nature, importance & types of corporate objectives. How are they formulated ? (10)
- Q. 5** What is swot Analysis ? State its advantages. (10)
- Q. 6** Write a brief note on (any two) (10)
- Comprehensive analysis
 - Comparative analysis
 - Special purpose techniques
 - Effective Evaluation Sustum

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