



# OP10 ADM

SYBMS  
Stra. Mgmt

Duration : 2.5 hrs

Marks : 75

8/10/15

- Read the instructions carefully
- All questions are compulsory
- All questions carry equal marks
- Draw the diagrams wherever necessary

## Q1. (Attempt any two)

- |   |     |
|---|-----|
| A Define Business Policy. State its Characteristics | 7.5 |
| B State and Explain process of Strategy             | 7.5 |
| C Explain Importance of SBU                         | 7.5 |

## Q2. (Attempt any two)

- |   |     |
|---|-----|
| A State and explain Stability strategy in detail                    | 7.5 |
| B Explain Business Level strategies in detail                       | 7.5 |
| C Define Functional Strategy and highlight its Objectives and Needs | 7.5 |

## Q3. (Attempt any two)

- |   |     |
|---|-----|
| A Define Strategic Choice. Explain its process in detail                        | 7.5 |
| B State the difference between Strategy Formulation and Strategy Implementation | 7.5 |
| C Explain GE Nine Cell  | 7.5 |

## Q4. (Attempt any two)

- |  |     |
|--|-----|
| A State various types of Strategic Control                                   | 7.5 |
| B State the difference between Strategic Control and Operational Control     | 7.5 |
| C Define Synergy Capital. State and Explain various types of Synergy Capital | 7.5 |

## Q5. Case Study

15

Amar Ltd. is in the business of dealing with food products. Of late, the company is facing the problem of delay in receiving payments from its customers-mainly dealers. The result is mounting debts for the company. To tackle the problem, the company management took a policy decision of the 'selling on cash only.' However, this policy decision was not communicated by the management to various departmental heads. Mr. Rajat Sharma, a marketing manager of Amar Ltd., is a great performer and has always achieved his targets well. Out of over enthusiasm and to show higher growth of his department, Mr. Sharma offered 20 days credit facility to company's dealers. As a result, the company received huge orders from its customers. Mr. Atul Chokshi, the finance manager became restless, seeing further delays in getting payments from the customers. He complained about this to the company's CEO. The CEO called the marketing manager and fired him for extending credit facilities to the customers by violating the company's policy. The marketing manager pleaded his innocence and told CEO that he was unaware of any such policy.

## Questions

Q1 Suggest the CEO of Amar Ltd Mc Kinsey 7 S Concept

Q2 Suggest some theories which can help Amar Ltd to resolve internal Conflicts