

Duration: 2 Hrs.

Maximum Marks: 60

*Instructions:*

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Q.1 is compulsory
- 4) Answer any Four from Q.2 to Q.6

Q.1. Write Short note on ANY FIVE of the following:

(05\*04=20 Marks)

- a) Strategic Management
- b) Environmental Scanning
- c) Barriers to Change
- d) Globalization
- e) SWOT Analysis
- f) Elements of Strategy

Q.2. The Coca-Cola Company, which owns many drink lines than just its titular brand wants to be a market leader. Explain the strategy, for analyzing products according to growth and relative market share. (10 Marks)

Q.3. 'We are living in a time where businesses and companies are developing policies and organizational structures to decide what suit their interest. When a tough time hits the trades, businesses cut down the business's redundant departments to ensure financial stability and profitability to the company'. As a key member of the top level management, elaborate on best retrenchment strategies that will improve the overall performance of such organizations. (10 Marks)

Q.4. An Indian car manufacturing company wants to enter into the international markets. Explain the optimal modes of entry into the international market? (10 Marks)

Q.5. Take any two FMCG Company of your choice and analyze the strategies that support its success in terms of revenue. (10 Marks)

Q.6 'The Mintzberg's 10 school of thoughts for strategy formulation are applicable even today. Deciding where the firm stands, the influence's in the firm, its dependency on environment and culture, and in general looking at the firm, the 10 school of thoughts of management are suitable can be implemented in the organization.' Justify the statement. (10 Marks)

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