

Instructions: All Questions are compulsory
Start each Question on a fresh page
Figures to right indicate maximum marks

Q.1. A) The SPACE Matrix is just a little bit complex than the SWOT analysis. (12)

OR

Q.1. X) A PESTEL analysis is tool issued by markets to analyze the micro environmental factors that have impact on the organization. (12)

Q.2. A) Explain the levels of strategy in the strategic Management. (06)

B) Explain the elements of Vision Statement. (06)

OR

Q.2. X) What is Strategic Management? Explain the process of Strategic Management. (12)

Q.3. A) Explain the Competitive Grand Strategy of Michael Porters. (12)

OR

Q.3. X) Explain the steps involved in the implementation of strategic management. (12)

Q.4. A) Indian business suffers from number of disadvantages in respect of Globalization. Explain. (12)

OR

Q.4. X) Explain the essential conditions for Globalization. . (06)

Y) Explain the Obstacles to change in several institutions. (06)

Q.5. Write Short Notes (ANY THREE) from the following: (3x4=12)

- a) Mission Statement
- b) Globalization
- c) Management of change
- d) Competitors Analysis
