

**Term End Examination – December, 2016**

**Program Title: Diploma in Management**

**Course Title: Strategic Management**

**Course Code: DIM-7**

**(Session 2015-16)**

Time – 3 hours

Full Mark – 100

**Answer any four questions from Group –‘A’, any two questions from Group –‘B’ and any three questions from Group –‘C’.**

**Group ‘A’**

**(Answer any four questions each within 100 words)**

Q. No. 1

Marks: 5 X 4=20

- (a) What do you mean by strategy?
- (b) Mention the types of goals an organization should adopt.
- (c) Define Strategic Management as a process.
- (d) What is an Environmental Analysis for a business?
- (e) How can a SWOT analysis be useful for both internal and external organizational environmental analysis?
- (f) Define Diversification Strategy.
- (g) Mention two forms of mergers.

**Group ‘B’**

**(Answer any two questions each within 250 words)**

Q. No. 2

Marks: 10 X 2=20

- (a) Explain the difference between ‘strategy’ and ‘strategic management’.
- (b) Explain the importance of a vision and a mission statement.
- (c) Organizations’ external environments are of two types. What are they?

- (d) Discuss relationships among objectives, strategies and policies.
- (e) Discuss the importance of feedback in the strategic management model.

**Group 'C'**

**(Answer any three questions each within 500 words)**

Marks: 20 X 3=60

- Q. No. 3 Discuss Strategic Management Process in details.
- Q. No. 4 Explain briefly the five forces framework in strategic management.
- Q. No. 5 Environmental Scanning is the starting point of Strategic Management. Do you agree?
- Q. No. 6 Explain these types of business strategies: (a) cost leadership (b) differentiation (c) focus.
- Q. No. 7 How can delegation of authority contribute to effective strategic management?
- Q. No. 8 What are the major advantages and disadvantages of diversification?