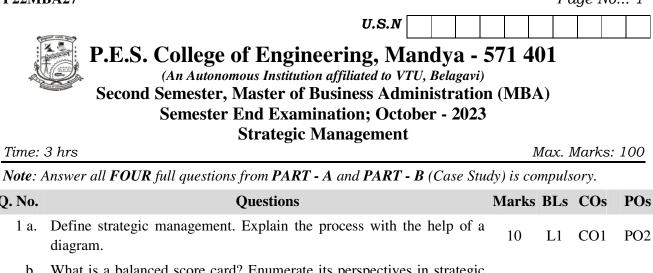
Time: 3 hrs

Q. No.

1 a.

1.



b.	What is a balanced score card? Enumerate its perspectives in strategic management.	10	L1	CO1	PO2
	OR				
2 a.	Contrast between a vision and mission statement. Discuss the components of a mission statement.	10	L3	CI2	PO3
b.	Differentiate between financial and strategic objectives. Describe the desired characteristics of objectives.	10	L4	CO2	PO3
3 a.	Detail the key external forces that a company should analyse.	10	L1	CO3	PO2
b.	Explain the porters five forces model with the help of diagram	10	L4	CO2	PO3
	OR				
4 a.	Explain the SWOT analysis and the role it plays in developing strategies.	10	L4	CO3	PO2
b.	Deliberate on bench marking. Briefly explain the process of transpiring value chain analysis into sustained competitive advantage.	10	L4	CO2	PO3
5 a.	Explain porter's generic strategy model with the help of a diagram and give suitable examples.	10	L4	CO3	PO2
b.	List and brief the various strategies to enter international markets.	10	L2	CO2	PO3
	OB				

	OR				
6 a.	Briefly explain the different focus strategies.	10	L2	CO2	PO3
b.	Elucidate on the means for achieving strategies.	10	L4	CO2	PO3
7 a.	Explain the different integration strategies.	10	L 4	CO3	PO2
b.	Expand BCG matrix with the help of a diagram.	10	L4	CO4	PO4
	OR				
8 a.	Discuss the challenges faced by an organization in implementation of strategies.	10	L4	CO2	PO3
b.	Explain briefly the GE nine cell planning grid.	10	L2	CO3	PO2
	PART - B (Case Study is Compulsory)				
9.	Assume that a car manufacturing company has recently a KV car.				
	a. Prepare a SWOT analysis for the same	10	L4	CO4	PO4

10

L4 CO3 PO2

b. What are the generic strategies for automobile sector