

1057

Master of Entrepreneurship and Family Business
Fourth Semester
FB-402: Strategy Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

UNIT – I

- I. In what ways do you believe the strategic planning approach of not-for-profit organization would differ from that of profit-oriented organization? (16)
- II. How can a mission statement be an enduring statement of values and simultaneously provide a basis of competitive advantage? Also explain Porter's 5-Forces Model. (16)
- III. Write note on:-
 - a) Different Types of Strategies
 - b) 7-S Framework (2x8)
- IV. Discuss various turnaround strategies for Businesses in crises and also discuss some essential commandments for Grafting a successful business turnaround strategies. (16)
- V. How do policies aid strategy implementation? Illustrate your answer. Also explain how do tactics differ from corporate and business strategies. (16)

UNIT – II

- VI. "Strategic formulation is more important than strategy implementation in family business" Do you agree? (16)
- VII. Environment plays a key role in influencing structure of family business. Explain by taking suitable example. (16)
- VIII. Do you believe that leaders galvanize commitment to embrace change through three inter-related activities: Strategic Intent, Organization building and shaping organizational culture? (16)
- IX. Which of the three basic philosophies of social responsibility would you find most appealing as the chief executive of a large corporation? Do you think society's expectation for corporate social responsibility will change in the next decade? (16)
- X. Write note on:-
 - a) Various strategies for growing industry
 - b) Acquisition and absorption of technology (2x8)

x-x-x