

1056
M.E.F.B
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. How do you explain the success of a family owned business houses that do not use a formal strategic planning process? (16)
- II. Write note on:-
 - a) 7-S Framework
 - b) Role of Top Management in Strategic Formulation (8,8)
- III. What kinds of competitive forces are industry members facing? Explain the key factors for future competitive success. (16)
- IV. Pick up the company of your choice and mention its resource strengths and weaknesses and its external opportunities and threats. (16)
- V. The basic concern in the implementation of business strategy is to translate the strategy into action throughout the organization. Discuss various considerations to accomplish the requirement. (16)

UNIT - II

- VI. What is strategic Management? Do you think that environment and structure in family business necessitate different type thinking while framing and executing the strategy? (16)
- VII. Discuss traditional organizational structure and pros and cons of their strategy in the context of changes in 21st century. (16)
- VIII. What skills and competencies a leader must possess to shape Organizational Culture of 21st century of globalization. (16)
- IX. Technology plays an important role in translating vision and formulating strategy. What strategies would you adopt to acquire and absorb technology in family business? (16)
- X. Define the term social responsibility. Find an example of a company action that was legal but not socially responsible. Defend your example on the basis of your definition. (16)

x-x-x