

2053

B. Voc. (Logistic Management)
Sixth Semester
LEM-604: Strategic Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer any four of the following:-

- Define the concept of strategy.
- Write a note on GAP Analysis.
- What is meant by internet economy?
- Define social responsibility of a corporate.
- What is competitive benchmarking?
- What are the requirements of an effective strategy implementation? (4x5)

UNIT - I

- What is Corporate restructuring? Explain its various forms. (15)
- State the difference between Business Policy and a Strategy? Explain how strategy formulation is a continuous task? (15)

UNIT - II

- Explain in detail the Porter's five forces model of competition with a suitable example. (15)
- What is business environment? Explain in detail. Explain ETOP in context of the business environment of a company. (15)

UNIT - III

- Give a detailed account of Retrenchment and Combination strategies. (15)
- Discuss the following:-
 - McKinsey's 7s framework
 - Balance Score Card.

(15)

P.T.O.

(2)

UNIT - IV

- VIII. Elucidate the process of Strategic Evaluation and Control. (15)
- IX. Explain the Techniques of strategic evaluation and control for a business entity? (15)

X-X-X