DECEMBER 2023 **P/ID 77932/RMB2H**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Vision.
2. Explain the term Mission.
3. What is Corporate Strategy?
4. Discuss the term policy formulation.
5. Define Social responsibility.
6. State the meaning of strategic planning.
7. What is industry analysis?
8. Explain Internal Scanning.
9. Define Industry matrix.
10. Discuss the term portfolio analysis.
11. Briefly explain generic strategy.
12. Define Merger.

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Define Strategy. How do you consider that strategic management is a process?

14. What are the characteristics corporate policy?

15. Explain the significance of strategy formulation.

16. Describe environmental scanning. Write its underlying factors.

17. Discuss the framework of industry analysis.

18. Explain TOWS matrix.

19. Describe Du Pont's control model.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Enumerate how you develop a strategic vision for an automobile industry? Explain.

21. Bring out the different classifications of business policies.

22. Substantiate the major differences between internal and external environment.

23. Discuss the Michael Porter's analysis.

24. Write about the differences between SWOT analysis and TOWS matrix.

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