

**TILAK MAHARASHTRA VIDYAPEETH**  
**Bachelors of Business Administration (Distance)**

Home Assignment – III year - Semester VI

Marks : 80

**Strategic Management**

Code : M 71612

**Note :**

- \* The Paper consists of two sections I & II
- \* Attempt any 4 questions from Section I
- \* Questions from Section I carry equal marks
- \* Section II is Compulsory

**Section I**

- Q1. What is strategic management ? Explain the various features of it. (15)  
**OR**  
What do you mean by objective ? Explain the guidelines for ideal objective.
- Q2. What comprises of external environment? Explain Micro and Macro environment. (15)  
**OR**  
Explain grand strategies in detail.
- Q3. Explain the procedure of strategy implementation in detail. (15)  
**OR**  
How is strategy and structure related ? Explain the various types of structures.
- Q4. Write short notes (any 3) : (15)
1. Strategic control
  2. SWOT matrix
  3. Ansoff matrix
  4. Core competencies
  5. Resource audit

**Section II**

**Q.5 Multiple choice Questions (20)**

- 1) Stability strategy is \_\_\_\_\_ risky.  
a. less      b. more
- 2) \_\_\_\_\_ are the vital links between the company and the final consumers.  
a. Production intermediaries.      b. Marketing intermediaries.
- 3) Micro and Macro are the parts of \_\_\_\_\_ environment.  
a. External    b. Internal
- 4) Internal factors are \_\_\_\_\_ factors.  
a. controllable      b. uncontrollable.

- 5) Focus is one of the \_\_\_\_\_ strategies.  
a. business    b. grand
- 6) Accurate demand forecasting and \_\_\_\_\_ is essential to realize cost advantages.  
a. low capacity utilization                      b. high capacity utilization.
- 7) \_\_\_\_\_ structure facilitates customers group to be served.  
a. customer based    b. process based.
- 8) Matrix structure \_\_\_\_\_ efficient use for functional managers.  
a. minimizes            b maximizes.
- 9) SBU type of organization \_\_\_\_\_ strategic management.  
a. facilitates            b. disfacilitates
- 10) Two broad classifications of controls are \_\_\_\_\_ and \_\_\_\_\_.  
a. strategic and operational            b. functional and promotional
- 11) Effective evaluation and control system should be \_\_\_\_\_ based.  
a. objective    b. subjective
- 12) Criteria and standards provide basis for \_\_\_\_\_.  
a. control    b. evaluation
- 13) Revival is \_\_\_\_\_ and can be intensified.  
a. volatile    b. fixed
- 14) SWOT is \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
a. strength, weakness, opportunity, threats  
b. support, weakness, opportunity threats.
- 15) Barriers to entry are \_\_\_\_\_ than the normal equilibrium adjustments that market typically make.  
a. less            b. more.
- 16) Classes of decision includes only \_\_\_\_\_ and \_\_\_\_\_ decisions.  
a. strategic & operating                      b. strategic and financial.
- 17) Four levels of strategy are corporate, SBU, Functional and \_\_\_\_\_.  
a. marketing            b. operating.
- 18) \_\_\_\_\_ is the means to achieve end.  
a. Strategy            b. Planning.
- 19) Mission is also known as \_\_\_\_\_.  
a. Vision            b. objective.
- 20) A mission statement should be capable of inspiring and \_\_\_\_\_ commitment towards fulfilling the mission.  
a. discouraging                      b. encouraging.