

Note:

- 1) Attempt any five questions**
- 2) All questions carry 20 marks**

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| Q. 1 | Discuss the concept of strategy and state the levels at which strategy operates. | (20) |
| Q. 2 | Explain the concept of environment scanning in strategy formulation. | (20) |
| Q. 3 | Discuss in detail mergers and acquisition as a strategic choice of a business organisation. | (20) |
| Q. 4 | Explain the various marketing strategies adopted by business organisation. | (20) |
| Q. 5 | Elaborate on the vision and mission of organisation in the process of strategic management. | (20) |
| Q. 6 | Discuss the strategy of diversification giving suitable examples. | (20) |
| Q. 7 | Write short notes on any two | (20) |
| | A) SWOT analysis | |
| | B) Strategic Business Unit (SBU) | |
| | C) Joint Venture Strategies | |
| | D) Michel Porter's Five Forces Model | |