

SM 03**Strategic Management**

Roll No. :

Marks : 60

Total No. of Questions : 07

Duration : 3 Hrs.

Total No. of printed pages : 01

Note: Attempt ALL questions.

Question No. 1 (05 Marks)

"A winning strategy must fit the enterprise's external and internal situation, build sustainable competitive advantage, and improve company performance." Explain.

Question No. 2 (05 Marks)

Discuss the potential advantages and disadvantages of using a group to make decisions. What are the requirements for effectively managing group decision-making?

Question No. 3 (05 Marks)

"Disintermediation is the removal of distributors or middlemen that separate provider from consumer. Internet accelerates the process of disintermediation across industries because it is much easier for suppliers and customers to communicate with one another." Take a position on this statement and provide relevant examples to support your arguments.

Question No. 4 (05 Marks)

Enunciate five principles of a good management control system.

Question No. 5 (10 Marks)

What do you understand by the following:

- i. Control
- ii. Profit Centre
- iii. Cost Centre
- iv. Transfer Price
- v. Goal-congruent behaviour

Question No. 6 (05 Marks)

Describe the Porter's five forces model of competition.

Question No. 7 (15 Marks)

Write Short Notes on: (ANY FIVE)

1. Strategic Planning
2. Diversification
3. Differentiation Strategies
4. SWOT Analysis
5. Outsourcing
6. Turnaround Strategies
7. Corporate Social Responsibility
8. Balanced Scorecard