

NOIOAEG

Instructions:

- 1) All questions are compulsory
- 2) Marks to the right indicate full marks

Total marks: 75

Time allowed: 2 hours 30 minutes

Q1 A Explain the formulation of strategies (7)

Q1 B Explain the Characteristics of Mission Statement (8)

OR

Q1 Explain in detail the Meaning, Definition and Need for strategic Management (15)

Q2 A Discuss Cost leadership and Defensive Strategies (8)

Q2 B Explain the Internal Components of Environment Scanning (7)

OR

Q2 A Explain McKinskey's 7s model alongwith figure (15)

Q3 A What is meant by Strategy Making? Explain in brief its Models (7)

Q3 B Write a note on Auditing with reference to corporate and environment audit. (8)

OR

Q3 A Amul Butter is the most favourite butter of the people, identify the Stage of this product under PLC and make BCG Matrix of different Products of AMUL (15)

Q4 A Explain in brief Marketing Strategies used during the strategy Implementation (7)

P.T.O

- Q4 B Explain in brief Finance Strategies used during the strategy
Implementation (8)

OR

- Q4 A What is Evaluation. State both Qualitative and Quantitative
Criteras For Evaluation (15)

- Q 5 Case study (15)

Big Bazaar is both BIG and BAZAAR. It is unlike, say a Wal-Mart or even a Food World. It is almost an air-conditioned version of any Indian Bazaar, slightly orderly, structured and economical than any bazaar in Mumbai or Chennai. Here also you see a huge crowd which moves in any direction. And everything is available, however you cannot shop leisurely, you need to jostle your way to your counter through the crowd like you do in any Bazaar of Hat in India and the worst is the checkout counter where you have to queue up for hours together.

Yet the place ticks and people keep coming in flocks. Big Bazaar offers really good prices, quality and value for money shopping. Apart from simple price chopping, there are some offers always running and some deals. The perception of BIG BAZAAR is saves money-Isse Sasta Aur Accha Kahin Nahin.... better than Mom and Pop Stores.

Questions:

- What made Mr. Kishore Biyani dream of BIG BAZAAR-Do a PESTLE Analysis of rise on Indian Consumerism?
- What is the strategy of BIG BAZAAR as it already has a first mover advantage?
- Do a SWOT Analysis of Big Bazaar?

OR

- Q5 Case study (15)

Fast Bonding Ltd., was a medium sized company which has followed the policy of growth through acquisitions. Five years ago the company acquired Smart Adhesives Pvt. Ltd., which was the main competitor. At the time of acquisition Smart Adhesives Pvt. Ltd., was in bad financial condition with huge accumulated losses. Therefore, the board of Fast Bonding Ltd., felt that it was a good buy, and was confident of turning it around.

The General Manager of Fast Bonding Ltd., accepted and challenging task of turning Ha made a comprehensive plan and tried to implement certain measures to improve the productivity but met with a little success. Infact, last year, the workers almost rebelled against the management.

P.T.O

Questions:

- Identify the problems involved in the above case. (8)
- How would you solve the problem and improve the performance of Smart Adhesives Pvt. Ltd. (7)