TIME : 2 Hrs.   **Marks : 60**

Instructions :

1. All questions are compulsory.
2. Figures to the right indicates marks.

Q.1 a) Define strategic Management. Explain its features.   **[8]**

  b) Describe different models of strategic management.   **[7]**

                                    OR

Q.1 Explain Matrix organisation structure.   **[15]**

Q.2 a) Explain Product Life Cycle.   **[8]**

  b) Describe barriers in strategy Evalutation.   **[7]**

                                    OR

Q.2 Explain SWOT Analysis with an example.   **[15]**

Q.3 a) Explain personal plans & policies.   **[8]**

  b) Write a note on Impact of technology an Business.   **[7]**

                                    OR

Q.3 Explain Generic strategies given by Michael Porter.   **[15]**

Q.4 BIG BAZZAR - ISSE SASTA AUR AACHA KAHI NAHIN

Big Bazaar is both BIG and BAZAR. 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 or 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 BAZAR is saves money-Isse Sasta Aur Accha Kahin Nahin...

1. What made Mr. Kishore Biyani dream of BIG BAZAAR-Do a PESTLE Analysis of rise of Indian Consumerism ?

[10]

2. What is the strategy for BIG BAZAAR as it already has a first mover advantage?

[5]

OR

Q.4 Strategic alliance between Infosys and Microsoft

Infosys Technonologies Ltd, an IT transformation leader is constantly in the verge of developing the best technology to help its customers meet their business goals. The company has set its mind in inverting a new technology for all the automobile dealers, those who share the inventory information and other resources in an easier manner. It wanted to offer a cloud based solution so that it would be simple to organise the data and easy to scale up. To create this venture, the company required cloud based database which originated with Microsoft SQL data services. Hence Infosys decided to form alliances with Microsoft to create solution for automobile dealers which can replicate to meet the similar integration needs for healthcare, hospitals, insurance and other vertical industries.

The implementation of technology is based on the web and Star standards. The SQL Data Services (SDS) offers highly scalable and internet-facing distributed services for storing and processing relational queries. The technology helps the developers to create new application with REST and SOAP based web protocols. These services are built on robust Microsoft SQL database and Windows Server technologies providing high quality output and security.

The SDS and REST of Microsoft provided the robust cloud based database to support hub based integration. The relevant resources were shared among the companies to work effectively.

The company obtained the best platform such that it could build its cloud based solution which was inexpensive. The scalability option made the company implement new participants to the cloud based solution.

Both the organisations earned profits from this venture and expanded their growth towards providing more solutions to its customers.

Questions. :

1. Explain any two types of strategies.

2. Why do you think Infosys formed an alliance with Microsoft ?

3. How did Infosys benefit from the alliance ?