



Date: 11-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions	(10 x 1 = 10)
---------------------------------	----------------------

1. Definitions

a) Strategic management

b) Environmental Scanning

c) Retrenchment

d) Functional Strategies

e) Strategic Surveillance

2. Match the following

a) Mission - Proactive approach

b) Environmental Appraisal - Execution

c) Stability - Organizational Success

d) Project implementation - External factors

e) Special Alert control - Fundamental purpose

SECTION A - K2 (CO1)

Answer ALL the Questions	(10 x 1 = 10)
---------------------------------	----------------------

3. True or False

a) Strategic Intent is a short-term goal.

b) Organizational Appraisal is an Internal understanding.

c) Strategic plan is the roadmap for directing organizational goals.

d) Strategic Leadership is visionary thinking.

e) Premise control focuses on monitoring and control.

4. Fill in the blanks

a) Product concept is the fundamental of -----Strategy.

b) Strategy Formulation is the process of developing a ----- plan.

c) Strategic Analysis is the process of ----- an organization's internal and external environment.

d) Behavioral Implementation puts strategic plans into -----

e) Assessing the performance of an organization's can be done by -----

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

5.	Describe the functions of goals and objectives.
6.	State the methods and techniques of Organizational Appraisal.
7.	Explain the various levels of corporate level strategies.
8.	Mention the roles and responsibilities of Board of Directors.

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

9.	Enumerate the role of Organizational systems in evaluation.
10.	Write down the nature and benefits of Vision.
11.	How appraisal is important for the growth and development of Organization wellbeing?
12.	Discuss the different types of business level strategies.

SECTION D – K5 (CO4)

Answer any ONE of the following in 250 words

(1 x 20 = 20)

13.	Elucidate functional level strategies with examples.
14.	Explain the participants in Strategic evaluation.

SECTION E – K6 (CO5)

Answer any ONE of the following in 250 words

(1 x 20 = 20)

15.	Explain the issues in strategic decision and give out the solution for better decision making.
16.	Analysing the environment will solve many issues in business sectors. Quote with right examples.

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$