Strategic Management, Alliances and International Trade

375

Roll No.....

Time allowed: 3 hours

Maximum marks: 100

Total number of questions: 8

Total number of printed pages : 4

PART - A

(Answer ANY TWO questions from this part.)

(a) Explain the various phases of 'strategic management process'.

(S marks)

(b) "Weaknesses must be compared with strengths for internal analysis." Explain the statement giving a suitable example.

(Smarks)

(c) "Strategic planning is different from operational planning." Discuss

(4 marks)

 (a) "McKinsey framework shows that there is a multiplicity of factors that influence an organisation's ability to change." Discuss.

(10 marks)

(b) What are the different responsibility centres evolved for measuring divisional performance? Elaborate.

(10 marks)

(a) Explain the various strategies followed at various stages of product life cycle.

(5 marks)

(b) Explain benchmarking process with an example

(5 marks)

(c) Discuss in detail the reasons that prompt the companies for doing business globally.

(5 marks)

(d) Explain how a OAP analysis guides the choice of an appropriate strategy.

(5 marks)

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RD Boyd

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