Q.1. Define Mission. Describe the components and importance of mission. OR Explain in detail about adaptive search and intuition search. (2+4+4=10)

Q.2. What is the significance of expansion for an organization? Explain the various expansion strategies in detail. (10)

Q.3. Write short notes on:
(a) PLC (Product Life Cycle)
(b) Retrenchment strategies
(2 ½ + 2 ½ =5)

Q.4. Explain BCG (Boston Consultancy Group) Matrix in detail with diagram. OR Describe Competitive Profile Matrix in detail giving example from hospitality industry. (5)

Q.5. Differentiate between the following (any two):
(a) Vision and Mission
(b) Merger and Takeover
(c) Autocratic and Democratic leadership
(d) Concentric and Conglomerate Diversification
(2x2 ½=5)

Q.6. Discuss Mckinsey 7-S framework with the help of diagram and examples. (5)

Q.7. Explain SWOT analysis with special emphasis on P.E.S.T. analysis. (5)
Q.8. Give appropriate term for the following:

(a) A plan which is open ended and long term in nature.
(b) IFE stands for
(c) A co-operation strategy where two or more firms join to form a new independent company.
(d) Approach to strategy making where exploitation of opportunities and risk taking is involved.
(e) A strategy where sale or liquidation of only a portion of business takes place.

(5x1=5)

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