Q.1. (a) Define Strategic Management.  
(b) What are the salient features of a mission statement?  

Q.2. Write short notes on any two:  
(a) Importance of objectives  
(b) SWOT analysis  
(c) Leadership grid  
(d) Diversification  

Q.3. Discuss the concept of external environment with relevant examples.  
OR  
List and give a brief on the various approaches to developing strategies.  

Q.4. “The Seven-S frame work provides insight into an organisation’s working and help in formulating plans for improvement”. In the light of the statement, explain McKinsey’s framework with the help of a diagram.  

Q.5. Discuss Boston Consultancy Group (BCG) matrix of corporate portfolio analysis.  

Q.6. Throw light on Internal Factor Evaluation matrix (IFE matrix) displaying a table of strength and weaknesses of an individual hotel property.  
OR  
Draw a model for strategic review and evaluation.  

Q.7. How do policies play a vital role in the day-to-day operations of hotel industry?  
OR  
Describe five expansion strategies adopted by companies, listing an example for each.
Q.8. Match the following:

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TVS and Suzuki companies club their efforts to develop a new bike.</td>
<td>Divestiture</td>
</tr>
<tr>
<td>2</td>
<td>Café coffee day adds new coffee flavours to its existing coffee technology products.</td>
<td>Backward Integration</td>
</tr>
<tr>
<td>3</td>
<td>Sky chef air caterers stop outsourcing of bakery products and start own bakery to meet their catering needs.</td>
<td>Joint Venture</td>
</tr>
<tr>
<td>4</td>
<td>Tata group steps into information technology, other than the existing businesses of hotel, watches, tea, steel etc.</td>
<td>Concentric Diversification</td>
</tr>
<tr>
<td>5</td>
<td>Reliance group winds up retail petrol pump business from its wide array of business portfolios.</td>
<td>Conglomerate Diversification</td>
</tr>
</tbody>
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