**STRATEGIC MANAGEMENT**

**Submitted by: - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Max. Marks: - 100**

**All the questions are compulsory. *All the five questions shall be of 20 marks each.***

*Q1* Explain the difference between corporate strategy and Business Strategy with examples from indian industry. Relate the difference to hierarchical leave in the organization that would be responsible for each. ?

*Q2* Why is strategy important in organization ? Does a public sector monopoly organization need to think about strategy ? Justify your answer with examples from the indian context ?

*Q3* What is strategic planning? Give its process?

*Q4* How is a merger proposal is evaluated? Also state the various benefits of a

merger?

*Q5* Explain the role of planning and performance in managing the differences between them :

1. Penetration Vs Product Development
2. Strategy and change Vs Strategy and planning horizon
3. Strategy Vs Tectics
4. Product Life Cycle Vs Industry Life Cycle