

OR

P) Present situation Sales- 8000000

08

Variable cost - 5000000

Fixed cost - 1000000

Credit to debtors -20 days.

Plan	Proposed credit period	Sales
1	30 days	10000000
2	40days	12000000
3	50 days	13500000
4	60 days	15000000

Determine the credit period that should be allowed by the company. Assume Return on investment @18%.

Q)

07 marks

ABC company is currently selling 50000 units of its product at Rs.50 per unit . At the present level of production , the cost per unit is Rs. 40 and variable cost per unit being Rs.30. The company is currently extending one months credit to its customers. The company is thinking of extending credit period top one and a half month, with the expectation that sales will increase by 25% . If the companies pre-tax required rate of return is 20 % , is the new credit policy desirable?

Q.5 A) Explain the format of vertical income statement . (08)

B) Explain the element of working capital. (07)

OR

Write short note (Any 3) (15)

1. Financial statement

2. Ratio analysis

3. Profitability ratio

4. Sources of cash flow

5. Types of working capital



**SHRI S.H.KELKAR COLLEGE OF ARTS, COMMERCE AND SCIENCE, DEVGAD.
(SINDHUDURGA)**

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COURSE: Strategic Management

CLASS: SYBMS

DURATION: 2. 30 Hrs.

COURSE CODE

MAX. MARKS: 75

Q.1.(A) Choose the correct Alternative from the options given below : (any eight) (8)

- (1) Conducting variance analysis is a part of strategy _____.
(i) formulation (ii) scanning (iii) making (iv) control
- (2) Social work-benefit analysis benefits the _____.
(i) employers (ii) employees (iii) government (iv) society
- (3) Standards can be either quantitative or _____.
(i) Numerical (ii) qualitative (iii) specific (iv) quota
- (4) Performance is measured through _____ Reporting and Communicating systems.
(i) staffing (ii) planning (iii) organising (iv) accounting
- (5) Strategic surveillance is designed to monitor a broad range of _____.
(i) Calculations (ii) activities (iii) events (iv) shows
- (6) _____ Are time bound.
(i) Objectives (ii) Mission (iii) Visions (iv) Goals
- (7) Competitive advantage _____ An organisation.
(i) Balances (ii) mobilises (iii) differentiates (iv) identifies
- (8) Environmental _____ Identifies opportunities and threats affecting the business.
(i) Analysis (ii) scanning (iii) audit (iv) evaluation
- (9) Stability strategy is _____.
(i) Business oriented (ii) safety oriented (iii) time Oriented (iv) performance oriented
- (10) _____ Is difficult and undesirable.
(i) Integration (ii) Disinvestment
(iii) Restructuring (iv) Liquidation

(B) State the following statements True or False: (any seven)

(7)

1. Strategic management Is only a social science.
2. Strategic management does Not raise efficiency.
3. Strategies are created.
4. Continuous environmental scanning is undesirable.
5. Adaptability is the price of business survival.
6. SWOT analysis is used strictly for business purpose only.
7. Strategic choice does not consider strategic alternatives.
8. BCG Model is applicable to single business firm.
9. Availability of substitutes do not affect the price.
10. Corrective measures is a step in evaluation and control.

Q.2.A. What is meant by business policy? State the importance in detail ? **(15)**

Or

Q.2.(P) Explain Environmental Analysis & Evaluate the importance of it ? **(8)**

(Q) What is strategy making? Discuss the steps involve in it ? **(7)**

Q.3.(A) Explain SWOT Analysis? Determine the steps involve in conducting SWOT analysis? **(8)**

(B) Differentiate between Strategic Formulation & Strategic Implementation ? **(7)**

Or

Q.3.P. What is Strategic Intent? State the features in detail? **(15)**

Q.4. (A) Explain BCG Model in detail ? **(8)**

(B) Explain Synergy in detail ? Determine the types of synergy ? **(7)**

Or

Q.4.P. State the various Vision Statements of Selected Companies? **(15)**

Q.5.A. Explain Internationalisation Strategy & State the Advantages & Disadvantages of it? **(15)**

Or

Q.5.P. Write short notes on: (any5). **(15)**

1. Mission
2. Internal Environment of SWOT Analysis
3. Ethics
4. Values
5. Techniques of control