

**2020**

*Time : 3 hours*

*Full Marks : 70*

*Candidates are required to give their answers in  
their own words as far as practicable.*

*The figures in the margin indicate full marks.*

*Answer from both the Groups as directed.*

**Group – A**

**(Compulsory)**

1. [A] Choose the correct answer from the given  
alternatives : 1×5 = 5

(a) A strategy is a company's :

- (i) Value statement
- (ii) Pricing policy
- (iii) Game plan
- (iv) Long term objective

- (b) Which of the following would be a  
stakeholder ?

- (i) Communities
- (ii) Banks
- (iii) Suppliers
- (iv) Employees
- (v) All of these

- (c) Typically how many strategic decision  
level are in the corporate decision  
making hierarchy ?

- (i) 3
- (ii) 4
- (iii) 5
- (iv) 2

- (d) Strategic management audit is known  
as :

- (i) Environmental scanning
- (ii) Strategy formulation
- (iii) Strategy control
- (iv) Strategy evaluation

(e) Which of the following question should a vision statement answers ?

(i) What is our business ?

(ii) Who are our employees ?

(iii) Why do we exist ?

(iv) What do we want to become ?

[B] Importance of Strategic Evaluation. 5

### Group – B

खण्ड – ब

Answer any **four** questions : 15×4 = 60

1. What do you mean by vision and mission of an organisation ? Discuss the characteristics of a good mission statement.
2. What is Corporate portfolio analysis ? Discuss Porter's five forces model of competition.
3. What do you understand by expansion strategy ? Explain briefly different types of expansion strategy.

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( Turn over )

4. What is resource allocation ? How it is done ?

Discuss the factors affecting resource allocation and difficulties in it.

5. Write short notes of the following :

(a) Key Success factors in E-commerce

(b) E-Commerce business models

6. What do you mean by retrenchment strategy ?

Discuss briefly different types of retrenchment strategy.



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End Sem(III)PG—  
MBA (CC – 301)