Write Notes on
[a] Define strategy?
[b] SWOT analysis as a strategy.
[c] Concept of value chain.
[d] GE matrix. (5x4=20)

SECTION – A

2. What is the difference between mission and objective?
Explain the various steps of strategic management process. (20)

3. Explain the various corporate level strategies for an organization. (20)

4. Explain the BCG matrix as a tool for strategy analysis. (20)

SECTION – B

5. What is meant by leadership? Explain the various leadership models. What is meant by corporate culture? (20)

6. What is Porter’s competitive model? Explain the various strategies involved in this model. (20)

7. What is meant by strategic evaluation? Explain the evaluation techniques for strategic and operational control. (20)