Note: Question No. 1 is Compulsory and attempts any two questions from each section. All questions carry equal marks.

1. Write notes on any two of the following (4x5)
   (a) Concept of benchmarking.
   (b) Strategic business Unit
   (c) Retrenchment as a corporate strategy
   (d) Horizontal and vertical integration as a corporate strategy.

SECTION A

2. What is meant by Strategic decision making? What are various issues related to Strategic decision making. What are the various approaches to Strategic decision making (20)

3. What is meant by SWOT analysis? Discuss the various business level strategies adopted by an organization. (20)

4. Discuss the GE matrix or BCG matrix as a technique of Strategic decision making while resorting to business portfolio analysis. (20)

SECTION B

5. Write notes on the following as a strategy implementation
   a) Leadership (10)
   b) Corporate culture (10)

6. What is meant by value chain analysis? Discuss the Porter’s Model of competitive analysis. (20)

7. What is meant by Strategic Evaluation? Explain its importance. Also explain the various steps of the process of control. (20)