

Total No. of Questions : 09

STRATEGIC MANAGEMENT FOR SERVICE INDUSTRY

Subject Code : PGS-102

M.Code : 22506

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students has to attempt any **TWO** questions.

SECTION-A

- 1. Write briefly :**
- a) Define strategy.
 - b) What is the purpose of mission statement?
 - c) What do you mean by synergy?
 - d) What is rationale for preparing long term plans?
 - e) What is stability strategy?
 - f) What are elements of marketing mix?
 - g) Highlight concept of ETOP analysis.
 - h) What do you mean by internal capability profile?
 - i) Outline the concept of value chain.
 - j) What is retrenchment strategy?

SECTION-B

2. Explain the need and importance of formulating strategy in business organisations.
3. Explain various elements of SWOT analysis, with suitable illustrations.
4. Highlight the role of top management in strategy formulation.
5. Write a note on budgetary control.
6. Explain B.C.G. matrix with examples.

SECTION-C

7. Outline various growth strategies an organisation can pursue. Give examples in support of your answer.
8. Explain various tools and techniques for strategy evaluation, with illustrations.
9. Describe the various steps involved in the strategic management process, with illustrations.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.