

Answer any five questions including Q.No.1 which is compulsory. Figures in the right hand margin indicate marks.

1. Answer any four of the following. [7½ x 4]
- Define strategic management.
 - What is retrenchment strategies?
 - Explain Shareholders and strategic management.
 - What is SWOT Analysis?
 - Write difference between Economic & Social objectives
 - What is Corporate culture?
 - What do you mean by leadership implementation?
 - What are the elements of Mission in strategy?

[12½ x 4]

- What do you mean by strategy? State the advantages and disadvantages of strategy.
- What do you mean by environmental appraisal? What are the factors affecting environmental appraisal?
- Describe the process of strategic management?
- Who is a strategist? What are the roles of different strategist.
- What are the steps involved in strategic control?
- What are the various styles of leadership?
- Briefly explain MOST Analysis.
- Point out the various dimensions of strategy?