

Course	:	PGDHR	Date	:	06-Jan-2020
Subject Code	:	PGDHR-103	Time	:	03:00pm to 06:00pm
Subject Name	:	Strategic Management	Duration	:	03 Hours
			Max. Marks	:	70

Answer the following (Attempt any three) (30)

- Answer the following (Attempt any four) (20)**

- Part – A (Multiple Choice Questions) (10)**

- 1 The necessity for planning arises because of the fact that business organizations have to
 - A Operate
 - B Progress
 - C Survive
 - D All of the above
- 2 Strategic Planning is concerned with:
 - A Future and environment
 - B Growth and portfolio
 - C Core competencies
 - D All of the above
- 3 Organizations develop strategies at three different levels:
 - A Corporate
 - B Functional
 - C business
 - D All of the above
- 4 _____ environment comprises of multifarious events, factors, conditions and influences arising from various sources.
 - A complex
 - B challenging
 - C Dynamic
 - D None of the above
- 5 _____ measure a firm's ability to meet its maturing short-term obligations
 - A Current ratio
 - B Liquidity ratios
 - C Acid test ratio
 - D None of the above

- 6 _____ refers to the use of debt in financing non-current assets.
 A Financial leverage B Combined leverage
 C Operating leverage D None of the above
- 7 _____ indicates whether or not working capital has been effectively used in making sales.
 A Working capital turnover ratio B Debt equity ratio
 C Capital gearing ratio D None of the above
- 8 _____ Ratio indicates the efficiency of the staff entrusted with collection of book debts.
 A Debtors turnover ratio B Debt equity ratio
 C Capital gearing ratio D None of the above
- 9 _____ reveals the effectiveness of a firm's inventory management.
 A Inventory turnover ratio B Debt equity ratio
 C Capital gearing ratio D None of the above
- 10 Hersey's Situational Leader Model encourages _____.
 A an analytical approach to people-management B strategic management of the individual employee
 C both a and b D None of the above

Part – B (Do as Directed)

(10)

Explain the following

- 1 Competitive advantage
- 2 Strategy
- 3 Strategic management
- 4 SWOT stands for
- 5 Switching cost
- 6 Cost leadership
- 7 Focus strategy
- 8 Beneficial outcomes of controlled conflict
- 9 Political behavior
- 10 Strategic decision