

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2016-2017

COURSE : 5th Semester of 3-year B.Sc. in H&HA
SUBJECT : Strategic Management
TIME ALLOWED : 02 Hours MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

- Q.1. Explain the usefulness of SWOT Analysis in today's competitive scenario.
OR
Explain the dynamics of external environment (PESTLE ANALYSIS). (10)
- Q.2. Explain grand strategy matrix, a tool for situational analysis with a neat pictographic presentation.
OR
Discuss Boston consultancy Group (BCG) Matrix of corporate portfolio analysis with neat diagram. (10)
- Q.3. How do policies play a vital role in day-to-day operations of hospitality sector? (5)
- Q.4. List the elements of a well drafted mission statement and give a brief discussion. (5)
- Q.5. State the various approaches for developing strategies. (5)
- Q.6. With the help of a neat diagram, explain McKinsey's 7S framework in detail. (5)
- Q.7. With the help of appropriate examples, prepare short notes (**any five**):
(a) Conglomerate diversification (b) Forward integration
(c) Product development (d) Market penetration
(e) Joint venture (f) Liquidation
(g) Divestiture
(5x2=10)
