

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2014-2015

COURSE : 5th Semester of 3-year B.Sc.in H&HA (**Specialisation**)
SUBJECT : Strategic Management
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. Define a Mission Statement and Vision Statement. Write its scope and importance.

OR

Define Strategic Management process and explain the need of Strategic Management in the business industry.

(10)

Q.2. Explain in detail about Adaptive search and Intuition search.

OR

Explain in detail about Strategic factors and Picking Niches.

(5+5=10)

Q.3. Write in detail about SWOT analysis.

OR

Explain in detail about the environmental analysis.

(10)

Q.4. Define the following:

- (a) Stability strategy
- (b) Expansion strategy

(5+5=10)

OR

Explain in detail about internal resource analysis.

(10)

Q.5. Explain in detail about BCG Matrix.

(10)

Q.6. Write short notes on:

- (a) Combination strategy
- (b) QSPM

(5+5=10)

Q.7. Explain in detail about McKinsey's 7S frame work. (10)

Q.8. Explain in detail about the evaluation of strategy. (10)

Q.9. Define a policy and explain its functional areas. (10)

Q.10. Write short notes on:

- (a) Mergers
- (b) Product life cycle
- (c) Take over
- (d) SBU

(4x 2 ½ =10)
