

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2013-2014

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. What do you understand by Mission Statement? Discuss the elements of a Mission Statement in brief. (10)

Q.2. Explain the term Environment in relation to an organization. Also explain the factors of internal and external environment of an organization.

OR

What is SWOT analysis? Also discuss its usefulness in an organization. (10)

Q.3. Write short notes (**any two**):

(a) Joint Venture (b) Stability Strategy
(c) Liquidation (d) Product Development (2x2 ½ =5)

Q.4. Explain Boston Consulting Group (BCG) Matrix. (5)

Q.5. What do you understand by corporate level strategies? Explain in brief difference between Expansion and Retrenchment strategy.

OR

Discuss McKinsey's 7S Framework. (5)

Q.6. Discuss Integration Strategy. Also discuss in brief types of Integration Strategies.

OR

Explain SPACE Matrix. (5)

Q.7. What do you understand by Diversification Strategy? Also sight difference between Concentric and Conglomerate (unrelated) diversification. (5)

Q.8. What do you mean by Strategic Business Unit (SBU)?

OR

Sight the difference between Backward Integration and Forward Integration. (5)
