

ROLL No.....

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

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

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(Marks allotted to each question are given in brackets)

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Q.1. Explain in detail about McKinsey's 7 S frame work. (10)

Q.2. Explain in detail about Strategy formulation. (10)

Q.3. What are the characteristics of a Mission Statement?  
**OR**  
Define Strategic Management process. Explain the need of Strategic Management in the business industry. (10)

Q.4. Explain in detail about Adaptive search and Intuition search.  
**OR**  
Explain in detail about Strategic factors and Picking Niches. (10)

Q.5. Explain in detail about the Evaluation of Strategy.  
**OR**  
Define a Policy. Explain its functional areas. (10)

Q.6. Define the following:  
(a) Liquidation                      (b) Divestiture  
(c) Joint venture                      (d) Market penetration (4x 2 ½ =10)

Q.7. Explain in detail about BCG Matrix.  
**OR**  
Explain in detail about the Environmental Analysis. (10)

Q.8. Write in detail about SWOT Analysis. (10)

Q.9. What do you mean by a Mission, Vision, Objectives and Goals? (10)

Q.10. **A** What do you mean by the following in Strategic Management?  
(i) SPACE (ii) QUEST (iii) QSPM  
(iv) BCGM (v) TOWS

**B** Fill in the blanks:  
(i) Jet Airways acquires SAHARA Airlines is \_\_\_\_\_.  
(ii) A restaurant purchasing Bakery is \_\_\_\_\_.  
(iii) A hotel acquiring a chain of travel agents is \_\_\_\_\_.  
(iv) ITC a cigarette company into the hotel industry is an example of \_\_\_\_\_.  
(v) Camlin which is famous for stationery products have come out with stitching and fabric paintings is an example of \_\_\_\_\_. (5+5=10)

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