

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR – 2018-2019**

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

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(Marks allotted to each question are given in brackets)

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Q.1. Draw and describe the process of strategic management. List the elements of strategic management.

(5+5=10)

**OR**

- (i) Explain the importance of a mission statement for an organization.  
(ii) Write a mission statement for an upscale hotel chain

(5+5=10)

Q.2. What do you understand by strategic approaches? List at least **five** approaches and describe.

**OR**

What do you understand by the terms 'objectives' and 'goals'? Explain these terms by giving **five** examples each.

(10)

Q.3. Write short notes on **any two**:

- (i) Forward integration                      (ii) SWOT analysis  
(iii) McKinsey's 7s framework              (iv) Environmental scanning

(2x5=10)

Q.4. Illustrate environmental threat and opportunity profile (ETOP) for a chain of budget hotel project.

**OR**

Illustrate organizational capability profit (OCP). Assume necessary data.

(5)

Q.5. Classify grand strategy alternatives. Explain **any two** alternatives.

**OR**

With the help of neat diagram, explain Michael Porter's five forces of competition.

(5)

Q.6. What are the levels of strategic management? Describe the characteristics of strategic business unit.

**OR**

Explain the different leadership styles and theories. Explain **any one** theory with illustration.

(5)

Q.7. With the help of a diagram, explain the concept of BCG matrix.

**OR**

Illustrate 'product life cycle concept' on portfolio management.

(5)

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