SUBJECT CODE: BHM308 EXAM DATE: 22.11.2019

ROLL No……

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2019-2020

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. Discuss the concept of external environment with relevant examples..

(10)

Q.2. Explain BCG Matrix with neat diagram in detail.

OR

Explain SPACE Matrix with neat diagram in detail.

(10)

Q.3. Define strategy. List the characteristics of a good mission statement.

OR

List the various approaches adopted while developing strategies. Explain **any two** approaches in brief.

(5)

Q.4. Differentiate between backward integration and forward integration strategy.

OR

Explain diversification strategy in detail with its sub-categories.

(5)

Q.5. Write short notes on the following (**any two**):

(a) Advantages of formal policies (b) Styles of leaderships
(c) Marketing policy (d) Need of environmental analysis

(2x2 ½ =5)

Q.6. With a neat diagram, explain McKinsey's framework.

(5)

Q.7. Match the following:

(a)	Turn around	(i)	New market new product
(b)	Conglomerate	(ii)	Resource reallocation
(c)	Market penetration	(iii)	Continuous losses
(d)	Stability	(iv)	Existing product
(e)	Liquation	(v)	No profit

(5)

Q.8. Fill in the blanks:

(a) _____ is where the organization wants to go from where it is at present.
(b) The process of translating, putting into action or execution of strategy is known as _____.
(c) _____ is the process of identifying and evaluating an organization's specific characteristics, including its resources, capabilities, core competencies.
(d) _____ diversification is also known as heterogeneous diversification.
(e) _____ matrix is developed on determining attractiveness scores for various strategies.

(5x1=5)

****