

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(SIM) (Sem.-2)

STRATEGIC MANAGEMENT FOR SERVICE INDUSTRY

Subject Code : PGS-102

Paper ID : [F0406]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A**1. Write briefly :**

- a) Ge 9 cell matrix.
- b) Strategic advantage profile.
- c) kaizen.
- d) mergers.
- e) core competency.
- f) Forward and backward integration.
- g) Focus strategy.
- h) Right sizing.
- i) Zero base budgeting.
- j) Porter's model of competitive forces.

SECTION-B

2. What do you understand by strategic process?
3. Discuss BCG matrix in detail.
4. How does nature of competition affect generic strategies? Give examples of generic strategies from corporate world.
5. Write a detailed note on gap analysis.
6. Discuss the role of leadership in strategic management.

SECTION-C

7. Discuss the role of vision, mission and objectives towards organizational success citing mission statement examples from corporate world.
8. What do you understand by diversification strategies? Discuss different types of diversification strategies.
9. What are the various issues involved in strategic implementation? How do we evaluate strategy?