

3. _____ is a relationship among stakeholders that is used to determine and control the directions and performance of companies.
4. The _____ segment is concerned with population's size, age structure, ethnic make-up, and distribution of income.
5. _____ gave the five forces model of competition.
6. Intangible resources include human resources, reputational resources and _____ resources.
7. The four methods by which knowledge is transferred within a company includes, socialization, externalization, combination and _____.
8. _____ is the leveraging of a company's resources, capabilities and core competencies to accomplish what at first may appear to be unattainable goals in the competitive environment.
9. Cost leadership, differentiation, etc., are examples of _____ business level strategies.
10. In _____ structures functional and product forms are combined simultaneously at the same level of the organization.

SECTION - II (6 × 5 = 30)

Short answer type question

Answer any SIX questions (100 words).

Each question carries equal marks.

11. Explain the importance of formal mission statements. What are the three most important components that should be included in a mission statement ?
12. Identify a recent economic, political, social or technological trend that significantly affected the aviation industry.
13. What do you understand by outsourcing ? How has it affected the industries in India ?
14. How can a balanced scorecard help to align performance with objectives ? Does it help companies to “balance” the financial perspective?
15. Explain the steps involved in developing a cost leadership strategy.
16. How does the relative size of a company within a market or industry affect its competitive position ?
17. Explain the following statement: Horizontal consistency of strategies is as important as vertical consistencies.
18. Describe the importance of strategic audit with an example.

SECTION - III (10 × 3 = 30)

Attempt any THREE questions (300-400 words).

Each question carries 10 marks.

19. "Privatization of banks has led to stiff competition in the banking industry". Taking the example of any private bank describe Porter's five forces model of competition.
20. What do you understand by Value Chain ? Describe the value chain for any retailing chain.
21. With the help of an example illustrate the developing of strategic options based on the TOWS analysis.
22. Describe the generic business level strategies with suitable examples. According to you which is the most applicable strategy in the Indian scenario ?
23. As production manager of a local newspaper, what management problems would you anticipate in implementing a strategy to increase the average number of pages in the paper by 40 per cent ?