Test Series: March, 2018

MOCK TEST PAPER

INTERMEDIATE (IPC): GROUP – II

PAPER –7: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

SECTION – B: STRATEGIC MANAGEMENT

*Question No.**1** is compulsory.*

*Attempt any **five** questions from the rest.*

Time Allowed – 1½ Hours **Maximum Marks – 50**

1. (a) Briefly describe the impact of corporate culture on an organization. ***(3 Marks)***

   (b) Briefly outline some of the major reasons due to which all types of firms should engage in 'Strategic Management'. ***(3 Marks)***

   (c) "Six sigma is not merely a quality initiative, it is a business initiative." Elucidate. ***(3 Marks)***

   (d) Elaborate the interrelationship between strategy formulation and implementation. ***(3 Marks)***

   (e) "A Manager working on a strategic decision has to balance socio-cultural opportunities, influences and constraints". Discuss. ***(3 Marks)***

2. (a) State with reasons which of the following statements is correct/incorrect:

   (i) Major task of strategic management is developing annual objectives & compatible short-term strategies.

   (ii) An industry can have more than one strategic group. ***(2 × 2 = 4 Marks)***

   (b) Explain the meaning of the following concepts:

   (i) Logistics Strategy.

   (ii) Demarketing.

   (iii) Service Marketing. ***(3 × 1 = 3 Marks)***

3. Write short notes on the following:

   (a) Product life cycle as a S shaped curve. ***(2 Marks)***

   (b) Functional Structure. ***(2 Marks)***

   (c) Strategic Decision Making. ***(3 Marks)***

4. Explain GE model. How is it useful in making strategic choices? ***(7 Marks)***

5. What do you understand by the term business? Are business done for profit alone. Explain various objectives of business. ***(7 Marks)***

6. What is the rationale behind Business Process Reengineering (BPR)? What steps would you recommend to implement BPR in an organization? ***(7 Marks)***

7. Discuss how mergers and acquisitions are used for business growth. What are the various types of mergers? ***(7 Marks)***