

**Bharati Vidyapeeth  
(Deemed to be University), Pune  
School of Distance Education**

<b>Name of the Assignment Setter:</b>		<b>Mr.Yashwant Kumar</b>		
<b>Course:</b>	<b>BBA</b>	<b>Class:</b>		<b>Semester:</b> <b>VI</b>
<b>Subject:</b>	<b>601: Introduction to Strategic Management</b>			
<b>Q.1)</b>	Attempt <b>ANY ONE</b> of the Following ( <b>1000 Words</b> )			<b>(10)</b>
<b>a)</b>	A small-scale industrialist recently attended a seminar on strategic management. She is quite enthusiastic but does not understand exactly how to use the SWOT analysis for her company. Act as a Consultant and advise her to use the SWOT analysis.			
<b>b)</b>	Describe the contents of a good and workable strategic plan for a large business group or a public sector enterprise in India.			
<b>Q.2)</b>	Attempt <b>ANY TWO</b> of the Following ( <b>800 Words</b> )			<b>(12)</b>
<b>a)</b>	Describe the process of strategic management. Draw a neat chart that shows comprehensively the different elements in the strategic management process.			
<b>b)</b>	Explain the strategic implications of each of the following types of businesses in a corporate portfolio: (a) Stars (b) Question Marks (c) Cash Cows (d) Dogs			
<b>c)</b>	What types of barriers are commonly faced in evaluation? How can these be avoided?			
<b>d)</b>	Discuss the issues that are relevant for strategic decision making.			
<b>Q.3)</b>	Write Short Notes on ( <b>ANY TWO</b> )			<b>(08)</b>
<b>a)</b>	Porters-Five Force Model			
<b>b)</b>	Ansoff Matrix			
<b>c)</b>	Evaluation Technique for Strategic Control			
<b>d)</b>	GE9 Cell			
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