



**JBM-014-0032002** Seat No. \_\_\_\_\_

**Master of Pharmacy Management (Sem. XI) (CBCS)  
(W.E.F. 2014-15 & 2015-16) Examination**

**December - 2019**

**Strategic Management**

**Faculty Code : 014**

**Subject Code : 0032002**

Time : 3 Hours]

[Total Marks : 80

- Instructions :** (1) Attempt three questions from each section.  
(2) Question nos. 1 and 5 are compulsory.  
(3) Figures to the right indicate full marks for the respective question.  
(4) Draw neat and clean diagram when required.

**SECTION - A**

- 1** Answer the following questions : (Any Seven) **14**
- (1) Define Strategic Management.
  - (2) Explain Concentric and Conglomerate Diversification.
  - (3) Describe External Environment of the business.
  - (4) What do you mean by Divestiture?
  - (5) What is Re-engineering?
  - (6) Describe Vision and Mission.
  - (7) How you will define Integration?
  - (8) Define Leadership.
  - (9) What is Corporate Level Strategy?
  - (10) What do you mean by Market Penetration?
- 2** Answer the following questions :
- (1) Discuss Strategic Management Process in detail. **7**
  - (2) Explain Functional policy and its importance in business. **6**

- 3** Answer the following questions :
- (1) Describe External Environmental Factors which affects the business. **7**
  - (2) What do you mean by Merger? Explain its advantages briefly. **6**

- 4** Answer the following questions :
- (1) Write a note on Ansoff Matrix in detail. **7**
  - (2) Discuss characteristics of effective Mission statement. **6**

### **SECTION - B**

- 5** Answer the following questions : (Any **Two**) **14**
- (1) Explain related and unrelated diversification with its advantages and limitations.
  - (2) Define SWOT analysis in detail with any suitable example.
  - (3) Write a note on Managerial attitude towards Risk.

- 6** Answer the following questions :
- (1) Explain Line & Staff and Matrix Organizational Structures in detail. **7**
  - (2) Discuss Forward and Backward Integration with suitable example. **6**

- 7** Answer the following questions :
- (1) Write a note on various Leadership Styles in detail. **7**
  - (2) Explain the process of Strategy Implementation. **6**

- 8** Answer the following questions :
- (1) Describe Balance Scorecard Technique briefly. **7**
  - (2) Which are various Levels of Management? Explain in detail. **6**