



**PART B: Answer any *eight* questions. Each carries *two* marks.**

11. Define Marketing Analysis.
12. Explain any two advantages of an SBU.
13. Briefly explain the concept of Mission.
14. Define Combination strategy.
15. What is Profit maximization?
16. What do you mean by the term Business Environment?
17. What do you mean by batch production?
18. Define 'Profit Center'.
19. Differentiate between Internal and External Environment.
20. What do you mean by 'Strength' in SWOT analysis?

**(8 × 2 = 16 Marks)**

**PART C: Answer any *six* questions. Each carries *four* marks.**

21. Explain the scope of financial Strategies.
22. Differentiate between product layout and process layout.
23. Critically evaluate the role of strategic management in cross border trading.
24. Differentiate between Corporate and Business strategies.
25. What is the strategic role of an HR manager?
26. What is SBU Structure of an organization?
27. How the economic environment affects a business? Explain using relevant examples.
28. What do you mean by Bench marking?

**(6 × 4 = 24 Marks)**

**PART D: Answer any *two* questions. Each carries *fifteen* marks.**

29. What is BCG matrix? Illustrate and explain the BCG matrix components using relevant examples.
30. What do you mean by Total Quality management? Explain the different focus areas of TQM.
31. What do you mean by Strategy implementation? Explain in detail the different steps involved in strategy implementation.

**(2 × 15 = 30 Marks)**