

matrix for it, as it has 3 divisions and can be categorized under cash cow, star and dog.

Questions :—

- (i) Do you think the BCG matrix is appropriate for Resource allocation ? Why ? Justify your answer. 6
- (ii) In the long run do you think that the scientific and practical resource allocation would be there ? 4
- (iii) What other methods can you suggest to company for Resource allocation ? 4



- Note :** (1) All questions are compulsory.
(2) Figures to the right indicate marks.

SECTION A

- 1. (a) Discuss the significance of Operating and Financial Analysis with cost and portfolio analysis in the Strategic Analysis. Support your answer with appropriate examples.

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OR

- (b) Discuss in detail the significance, utility of Display Matrices for Strategic Analysis.

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SECTION B

- 2. (a) Discuss in brief the 7-5 framework. 7

- (b) What kind of strategy, do you think is used by Bharti-Airtel in competition with Vodafone and Idia cellular to capture the Internet Mobile market ? Justify your answer. 7

OR

- (c) Discuss any one market of strategic management in Indian context. 7
(d) Guide a company 'x' to draw corporate policy. 7

3. (a) What do you mean by Environmental Analysis ? Why is it significant for any firm ? 7
(b) Carry out Impact analysis for technology for Mobile Handsets in near future. 7

OR

- (c) Discuss the important parameters for Internal Corporate Analysis. 7
(d) Carry out SWOT Analysis in brief for LIC, India. 7

4. (a) "Mergers and Acquisitions are very difficult to Plan and Implement. Most important is the workers mind-set change". Do you agree? Justify your answer. 7

- (b) A famous news paper publishing company wants to use 'Related diversification'. What kind of business it can go ? Justify your answer. 7

OR

- (c) Discuss in detail the strategic alternatives available to any firm in general. 7
(d) What kind of Strategic Alternative is available to 'King Fisher Air lines' to come out of the present state ? Justify your answer. 7

SECTION C

5. 'MOTTO' types is a newly operating company and is in the process of designing a corporate policy and strategy.
The company has 3 divisions at different places (SBU) and the company wants to sustain them. The resource Allocation is under consideration. The management is just trying to use the BCG