

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2015-2016

COURSE : 5th Semester of 3-year B.Sc. in H&HA
SUBJECT : Strategic Management
TIME ALLOWED : 02 Hours MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

Q.1. Define Mission. Describe the components and importance of mission.

OR

Explain in detail about adaptive search and intuition search.

(2+4+4=10)

Q.2. What is the significance of expansion for an organization? Explain the various expansion strategies in detail.

(10)

Q.3. Write short notes on:

- (a) PLC (Product Life Cycle)
- (b) Retrenchment strategies

(2 ½ + 2 ½ =5)

Q.4. Explain BCG (Boston Consultancy Group) Matrix in detail with diagram.

OR

Describe Competitive Profile Matrix in detail giving example from hospitality industry.

(5)

Q.5. Differentiate between the following (**any two**):

- (a) Vision and Mission
- (b) Merger and Takeover
- (c) Autocratic and Democratic leadership
- (d) Concentric and Conglomerate Diversification

(2x2 ½=5)

Q.6. Discuss Mckinsey 7-S framework with the help of diagram and examples.

(5)

Q.7. Explain SWOT analysis with special emphasis on P.E.S.T. analysis.

(5)

Q.8. Give appropriate term for the following:

- (a) A plan which is open ended and long term in nature.
- (b) IFE stands for
- (c) A co-operation strategy where two or more firms join to form a new independent company.
- (d) Approach to strategy making where exploitation of opportunities and risk taking is involved.
- (e) A strategy where sale or liquidation of only a portion of business takes place.

(5x1=5)
