

SECTION-B

UNIT I

- 2 Describe the different level at which strategy operates. How is integration of strategies operating at different levels done?
- 3 Describe the essential characteristic of a mission statement. In what different ways can a mission statement be formulated?

UNIT II

- 4 What do you understand by environmental scanning? Also explain the pitfalls in using environment scanning.
- 5 Write a detailed explanatory note on methods and techniques used for organisational appraisal.

UNIT III

- 6 Identify and explain the different types of strategies under stability, expansion, retrenchment and combination corporate-level strategies.
- 7 Discuss Michael Porter's approach to defining generic business strategies.

UNIT IV

- 8 Discuss the major issues and barriers to strategy implementation and discuss the means available to overcome such barriers.
- 9 Write a descriptive note on the nature and importance of strategic control.