

TEST PAPER

STRATEGIC MANAGEMENT

CHAPTER-1 Business Environment

1. Do you think that competition is always bad for organizations? Explain Porter's five forces model as to how businesses can deal with the competition. (5 MARKS)
2. Write short notes on Role of Global Industries.
(3 MARKS)
3. Briefly answer the following questions:
 - A. "A business enterprise is a sub-system of the larger environmental system." Discuss the relationship between the organization and its business environment. (4 MARKS)
 - B. "Business environment exhibits many characteristics." Explain. (3 MARKS)
4. State with reasons which of the following statements is correct / incorrect:
 - a. The term PESTLE analysis is used to describe a framework for analyzing the micro-environmental factors. (2 marks)
 - b. "Changes of any type are always disquieting, sometimes they may be threatening."
(2 marks)
5. What is Kieretsus? (1 marks)