

TEST PAPER

STRATEGIC MANAGEMENT

CHAPTER-4 Strategic Planning

- 1. What are the various bases on which an existing firm can diversify strategically? (3 marks)**
- 2. What are acquisitions? Discuss with example of two companies? (3 marks)**
- 3. Under what conditions would you recommend the use of Turnaround strategy in an organization? What could be a suitable work plan for this? (5 marks)**
- 4. Briefly answer the following questions (6 marks)**
 - (a) Differentiate clearly between forward and backward integration. What is forward and Backward integration.**
 - (b) Explain the concept of retrenchment strategy.**
- 5. State with reasons which of the following statements is correct / incorrect:**
 - (a) Strategic planning is an attempt to improve operational efficiency. (3 marks)**