



THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Write short notes on the following. (6x5=30)

- 1 Mission statement components**
- 2 The industrial organization View**
- 3 Motivating**
- 4 First mover advantages**
- 5 The Boston Consulting Group (BCG) Matrix**
- 6 Adapting to change**

Answer the following questions. (3x10=30)

- Q # 2 Discuss how clear vision and mission statements can benefit other strategic-management activities.**
- Q # 3 Explain why strategy evaluation is complex, sensitive, and yet essential for organizational success.**
- Q # 4 Describe the benefits of good strategic management.**