

- 3 (i) Discuss the concept and various issues of Environmental scanning. 10

OR

What are the four components of VRIO framework ? - Explain.

- (ii) Discuss the General Management Capability factors and the strengths that support general management capability. 10

OR

What do you mean by strategic Advantage Profile ? Give an example of any organisation of your interest.

- 4 Answer any two of the following : 10×2

- (i) What are the reasons of Strategic Alliance ? Discuss strategic alliance in Indian context.
(ii) What are the advantages and disadvantages of merger and acquisition ?
(iii) What are the joint ventures ? When are they feasible ?

- 5 Answer any two of the following : 10×2

- (i) Discuss the emerging forms of organisational structure.
(ii) What do you mean by control cycle ? Discuss its importance.
(iii) Discuss the impact of values and ethics on Business Strategy.

