

REFERENCE BOOKS:

1. P.K.Ghosh, Strategic Planning and Management, Sultan Chand & Sons, Fourth revised and enlarged Edition, 2014.
2. V.S.Rao & Hari Krishna, Strategic Planning - Formulation of corporate strategy Excel Books, 1st Edition, 2003.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or Choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any Three Questions) One question from each unit

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