

- (b) Explain Value Chain Approach for the analysis of an organization. 7
- 3 (a) What is meant by Organizational Capability Profile ? 7
Prepare a capability profile of a company with which you are familiar.
- (b) What are the Growth strategies ? Explain why and when these strategies are adopted ? 7
- OR**
- 3 (a) Discuss Activating Strategy. 7
(b) Explain GE Nine Cell Planning Grid and its use. 7
- 4 Write short notes on any two : 14
(a) Retrenchment Strategy
(b) Space Analysis
(c) BCG Matrix.
- 5 Read the following case carefully and answer the questions following it. 14

Jail Na Bhajiya Go Mobile

For all those Amdavadis' who crowd Subhash Bridge circle to taste the hot spicy *jail na bhajiya.*, there is some good news. Prison authorities are soon going to launch a mobile *bhajiya* service where trained cook will prepare the stuff on the spot at various spots such as Vastrapur Lake, Kankaria Lake and Law garden. A specially designed *bhajiya* van will also carry other tasty snacks from jail house such as vegetable puff, dalwada and steamed corn.

The cooks are convicts who have been handpicked for their good conduct and for their efficiency in getting the *bhajiya* tast right. An armed cop will also be posted in van for security. According to jail officials, while *bhajiya* and other delicious will be prepared on the ospots, the van will also have micro wave oven. If the experiments succeeds, more such mobile snack units will roll out in the near future, said officials. The entire project is sponsored by State Bank of India (SBI) who have helped by

the van for Rs. 5 lakh and also promised to look after its maintenance.

According to Kumar, inspector general of police (prison), it is a novel project. "Everybody is aware of the popularity of *bhajiya* prepared by Sabarmati jail inmates. They are getting handsome returns every day. The idea to introduce *bhajiya* on wheel is aimed at expanding the venture and reach out the more people." The van will be inaugurated at Gandhinagar Sachivalaya on July 1. Kumar said the project will provide exposure to prisoners to the outside world. "We want the jail inmates to know that there are unlimited possibilities if energy is used in positive manner. If some of the worker even starts something on their own, the experiment will be success," he said. He added if the project works out well, the same van will be introduced by jail inmates in cities like Vadodara and Surat.

Questions :

- (1) Explain innovative strategy adopted by sub-jail to channelize the energies of convicts for expanding their business.
- (2) Explain the role played by stake holders in the development of prisoners.