

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2018
MS5CO14 Strategic Management

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. Change in company _____ also necessitates changes in the systems in various degree. 1
(a) Structure (b) System (c) Strategy (d) Turnover
 - ii. Which of the following term represents the enduring statement of purpose that distinguish one between form other similar form 1
(a) Vision (b) Strategy (c) Mission (d) Tactics
 - iii. Techniques used in environmental appraisal are 1
(a) Single Variable
(b) Structured/ Understand/ in expert pin
(c) Dynamic mode & mapping
(d) All of these
 - iv. Which of the following is not an element of Porter's 5 Forces Model? 1
(a) The firm's macroeconomic environment
(b) The potential competition from new entrants
(c) The bargaining power of suppliers
(d) The firm's existing competition
 - v. The acronym SWOT stands for 1
(a) Special Weapons for Operations Timeliness
(b) Services, Worldwide Optimization and Transport
(c) Strengths, Weakness, Opportunities and Threats
(d) None of the above
 - vi. An analysis of the external environment enables a firm to identify: - 1
(a) Strengths and opportunities (b) Strength and weakness
(c) Weakness and threats (d) Opportunities and threats

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- vii. ETOP Stands for - **1**
(a) Environmental, think, opportunity & project
(b) Environmental, thereat & opportunity profile
(c) Environmental threat & optimum profile.
(d) None of these
- viii. Harvest strategy is used for **1**
(a) Dogs (b) Question marks
(c) Both (a) & (b) (d) None of these
- ix. A major part of strategy implementation is..... **1**
(a) Planning (b) Communication
(c) Resource allocation (d) Monitory
- x. The efficiency measurement of an industry needs various aspects like..... **1**
(a) Feedback (b) Core effective action
(c) Control evaluation (d) Value change analysis

- Q.2 i. Write the scope and importance of strategy. **2**
ii. Explain the stages involve in the process of strategic management. **8**
Narrate with example.
- OR iii. Explain the following with example. **8**
Vision, Mission, purpose, Objective and Goal
- Q.3 i. How globalisations influence the Indian industry and its operation? **2**
ii. Narrate the Portare Five Force Model in detail? How this strategy **8**
evaluates the industry performance.
- OR iii. Describe the four criteria for organisation core competences. Explain **8**
how core competences' can be identified and leveraged to develop
strategies.
- Q.4 i. Why an entrepreneur does SWOT analyses of their industry? Explain. **2**
ii. Narrate the internal and external factors; those are influencing the **8**
performance of an industry. Support with suitable example.
- OR iii. How Strategic Advantage Profile (SAP) analysis helps an industry to **8**
diagnose their Strength and Weakness? Explain.

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- Q.5 i. Write the suitable condition under which the stability and Growth **2**
strategy applies. Explain the conditions.
- ii. Describe the ETOP strategy. When and under what condition this **8**
analysis applies?
- OR iii. Write a short note on: **8**
(a) Gap Analysis
(b) Mc KINSEY'7S framework
- Q.6 i. Strategy Evaluation is the measurement of deviation from the **2**
standard marked by the concerned Industry. Elaborate.
- ii. Strategic Control, Financial control and strategic planning are three **8**
ways of dividing responsibility between corporate center and its
business unit. Discuss these three ways and contrast them.
- OR iii. Describe and explain the basic criteria for measurement of feedback **8**
and evaluation of the activities of an industry.

Marking Scheme
MS5CO14 Strategic Management

Q.1	i.	Change in company _____ also necessitates changes in the systems in various degree. (b) System	1	1
	ii.	Which of the following term represents the enduring statement of purpose that distinguish one between form other similar form (c) Mission	1	1
	iii.	Techniques used in environmental appraisal are (d) All of these	1	1
	iv.	Which of the following is not an element of Porter's 5 Forces Model? (a) The firm's macroeconomic environment	1	1
	v.	The acronym SWOT stands for (c) Strengths, Weakness, Opportunities and Threats	1	1
	vi.	An analysis of the external environment enables a firm to identify: - (d) Opportunities and threats	1	1
	vii.	ETOP Stands for - (b) Environmental, thereat & opportunity profile	1	1
	viii.	Harvest strategy is used for (c) Both (a) & (b)	1	1
	ix.	A major part of strategy implementation is..... (c) Resource allocation	1	1
	x.	The efficiency measurement of an industry needs various aspects like..... (c) Control evaluation	1	1
Q.2	i.	Scope of strategy	1 mark	2
		Importance of strategy.	1 mark	
	ii.	Stages involve in the process of strategic management. Example.	6 marks 2 marks	8
OR	iii.	Explain the following with example. Vision Mission Purpose Objective Goal	2 marks 2 marks 2 marks 1 mark 1 mark	8

Q.3	i.	Globalisations influence the Indian industry and its operation As per Elaboration		2
	ii.	Portare Five Force Model Strategy evaluates the industry performance.	5 marks 3 marks	8
OR	iii.	Four criteria for organisation core competences. Core competences' can be identified and leveraged to develop strategies.	4 marks 4 marks	8
Q.4	i.	Why an entrepreneur does SWOT analyses of their industry As per explanation		2
	ii.	Influencing the performance of an industry Internal factors External factors	4 marks 4 marks	8
OR	iii.	SAP analysis helps an industry to diagnose their Strength and Weakness As per explanation		8
Q.5	i.	Condition for Stability strategy Condition for Growth strategy	1 mark 1 mark	2
	ii.	ETOP strategy When this analysis applies Condition this analysis applies	4 marks 2 marks 2 marks	8
OR	iii.	Write a short note on: (a) Gap Analysis (b) Mc KINSEY'7S framework	4 marks 4 marks	8
Q.6	i.	Strategy Evaluation is the measurement of deviation from the standard marked by the concerned Industry. As per explanation		2
	ii.	Strategic Control, Financial control and strategic planning Three ways Contrast them.	3 marks 5 marks	8
OR	iii.	Criteria for measurement of feedback Evaluation of the activities of an industry	4 marks 4 marks	8
