

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDRM/PGDBM/PGDMM/PGDFM/PGDHRM/PGDITM/PGDSCM/PGDBFM

Examination: June 2017  
Subject: Strategic Management

Semester: III  
Course : New  
Marks : 70  
Time: 3.00 p.m. to 6.00 p.m.

Date: 09.06.2017

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
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**Q.1) Attempt any 2 out of 4** **(Marks: 2X5=10)**

- a) SWOT analysis
- b) PESTLE Analysis
- c) Innovation strategy
- d) Low cost strategy

**Q.2) Write short notes on (2 out of 5)** **(Marks: 2X5=10)**

- a) 7s model
- b) Strategic Management
- c) Differentiation
- d) Transactional Strategy
- e) Ansoff Matrix

**Q.3) Attempt any 3 out of 5** **(Marks: 3X10=30)**

- a) Michael Porter's 5 forces
- b) Strategic gaps
- c) Technology Lifecycle
- d) Explain Porter's value chain.
- e) Explain Competitive advantages.

**Q.4) Attempt both the questions** **(Marks: 2X10=20)**

- a) What are the various ways to enter into global market?
- b) What is the role of a leader in functional level strategic management?

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