

SVKM's NMIMS
NMIMS Global Access – School for Continuing Education

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

June 2013 Examination
Subject: Strategic Management

Semester: III
Course: New
Marks 70

Date: 15.06.2013

Time: 3.00 p.m. to 6.00 p.m.

Instructions:

Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

1. Attempt any 2 out of 4 (*Discuss*) **Marks: 10**

- a) Hierarchy of Goals
- b) Core Competencies
- c) Mc Kinsey 7-S Model
- d) Need for Global Organization

2. Write short notes on any 2 out of 5 **Marks: 10**

- a) Need for Globalization
- b) Competitor Analysis
- c) PEST-G Analysis
- d) Porter's 5 C's Model
- e) Project and Matrix Organization

3. Attempt any 3 out of 5 **Marks: 30**

- a) Explain the characteristics of Mission Statement with examples.
- b) Explain Michael Porter's Focus Strategy with examples.
- c) Explain the need, importance and types of Diversification.
- d) What steps are necessary to succeed in Turnaround Strategy?
- e) How Human Resources are crucial in formulating Functional Level Strategy?

4. Attempt both the questions **Marks: 20**

- a) Explain Ansoff Strategy Decision Model.
- b) Explain SWOT Analysis with Merits and Demerits.

X
1/1