

Strategic Management

ADBFM/ADITM/DBM/DMM/DFM/DHRM/PGDBM/PGDMM/PGDFM/PGDHRM

Date: 4.6.2007

Marks: 100

Time: 11.00 am to 2.00 pm

**NOTE: ANSWER ANY FIVE QUESTIONS
KEEP YOUR ANSWERS FOCUSED AND TO THE POINT
DO NOT USE MORE THAN TWO SUPPLEMENTS**

- Q1. A. What do you mean by strategy? Explain the nature of strategy.
B. "Strategy is synonymous with policies". Comment on the statement.
C. Differentiate between strategy and programmes, procedures and rules.**
- Q2. A. List the important characteristics of strategy.
B. Distinguish between business level and functional strategies.
C. Describe the process of strategy formulation.**
- Q3. Explain the following:
a. Core Value
b. Core Purpose
c. Leverage**
- Q4. A. Briefly explain the PESTEL framework.
B. Discuss the role of McKinsey 7S model in analyzing external environment.**
- Q5. Explain briefly the five forces framework and use it for analyzing competitive environment of any industry of your choice.**
- Q6. What do you understand by the term critical success factor and what is the core competency of an organization?**
- Q7. Consider the factors due to which the auto manufacturing in India, particularly LCV segment, did not expand as anticipated earlier.**
- Q8. Suppose you are the business strategist of your company, which is into manufacturing FMCGs. What would be your differentiation strategy looking at the present trends? Discuss.**
- Q9. What do you understand from the term strategic alliances? Explain the different types of strategic alliances that companies follow? Give examples of Indian companies for each type of strategic alliance.**
- Q10. Discuss the importance of the Balanced Score Card in the present context.**