

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014
Subject: Strategic Management
Date: 19.12.2013

Semester: III – RE-EXAM
Marks : 50
Time: 11.00 a.m. to 1.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q. 1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Levels of Strategy
- b) Characteristics of a Vision Statement
- c) SWOT Analysis
- d) Strategic Management Process

Q. 2) Write short notes on any 2 out of 5

(Marks: 2X5=10)

- a) Importance of Strategy
- b) Complexity of Global Environment
- c) Technology Life Cycle
- d) Balance Score Card
- e) Low Cost Strategy

Q. 3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain Ansoff Matix with Examples.
- b) Explain Diversification and its various types.
- c) Explain Michael Porter's Generic Strategies with Examples.
- d) Explain the nature and objectives of Turnaround Strategy. What type of steps should be undertaken to implement the same?
- e) Explain the importance of formulating Functional Level Strategy and role of leader in its formulation.
