

SVKM's NMIMS
School of Distance Learning

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

Academic year: 2012 – 2013

Subject: Strategic Management

Semester: III

Course New

Marks 70

Date: ~~7.07~~ 2012

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.

N.B.

- NB:
1. Answer each new question on a fresh page.
 2. All Questions to be answered.
 3. Figure in brackets indicates full marks.
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Q.1. Answer briefly on any two of the following:

(10 marks).

- a. Ansoff Matrix
- b. Strategic Gaps
- c. Strategic Implementation
- d. Critical Success Factors.

Q.2. Write Short Notes on any two of the following:

(10 marks)

- a. Strength of SWOT analysis
- b. What is a ^BSU?
- c. Need for Global Strategies
- d. Competitive Analysis Framework
- e. Strategic gaps

Q.3. Attempt any three out of the following:

(30 marks)

- a. What is Mission Statement and how important is its formulation for a firm?
- b. What is McKensey's 7-S model?
- c. Explain the nature, need and scope of leadership in 'Strategic Management'.
- d. Explain in detail the PESTLE framework analysis.
- e. What steps are necessary to succeed in a Turnaround Strategy?

Q.4. Attempt both the questions:

(20 marks)

- a. Illustrate with examples the strategic framework of a Balanced Score Card approach.
- b. What is 'Expansion Strategy' and when should an organization go for it?