

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

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

Academic year: 2014 – 2015  
Subject: Strategic Management

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

Date: 14.06.2014

**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) Explain the Strategic Management Process
- b) PESTLE ANALYSIS TOOL
- c) Explain Five Competitive Forces that shapes Strategy
- d) Force Field Analysis as a part of global strategy

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

**(Marks: 2X5=10)**

- a) Technology Life Cycle .
- b) Explain various resources of firm & it's need while adopting globalization (global environment) .
- c) Explain Diversification Strategy & When to diversify .
- d) Conditions for Turnaround Strategies & Action plans for Turnaround Strategies .
- e) Growth/Expansion Strategy – When to adopt & problems created by growth strategies .

**Q. 3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) Explain - Balance Score Card .
- b) Explain Strategic Business Units & Matrix Organizational Structure .
- c) Explain Vision & Mission Statement with an example .
- d) Explain Ansoff Matrix with Examples .
- e) Low Cost Strategy .

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) Explain Minzberg's Five P's for Strategy & Explain Porter's Generic Strategies .
- b) Explain the importance of formulating functional level strategy and role of leaders in it's formulation .

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