

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015
Subject: Strategic Management
Date: 19.06.2014

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.
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Q. 1) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) Characteristics of Mission Statement
- b) Levels of Strategy
- c) Purpose and Characteristics of Corporate Restructuring
- d) Resources of the Firm – Tangible and Intangible

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

(Marks: 2X5=10)

- a) Explain the various elements of Internal Control
- b) 7-S of the successful strategy implementation
- c) Advantages and Limitations of Functional Structure
- d) Porter's Competitive Strategies
- e) Dimensions of Strategic Management

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

(Marks: 3X10=30)

- a) Explain Porter's Intensity of Rivalry Analysis .
- b) What are the various Competitive advantage factors while formulating a Business Level Strategy ?
- c) Explain the various steps involved in Strategy Implementation .
- d) What are the various ways in which a Firm can compete in Global Environment / Market ?
- e) When and Why a Growth Strategy is to be adopted ?
