

SVKM's NMIMS
School of Distance Learning

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

Academic year: 2012 – 2013

Subject: Strategic Management

Date: 2.01.2013

Semester: III

Course: New

Marks: 70

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.

- NB: 1. Answer each new question on a fresh page.
2. All Questions to be answered.
3. Figure in brackets indicates full marks.

Q.1. Answer briefly on any two of the following: (10 marks)

- a) Competitive Rivalry
- b) Levels of Strategy
- c) Balance Score Card
- d) Perfect Competition

Q.2. Write Short Notes on any two of the following: (10 marks)

- a) PESTLE Analysis
- b) Nature & Scope of Strategy.
- c) SBUs.
- d) Process of Strategic formulation
- e) Developing Core competencies

Q.3. Attempt any 3 (three) out of the following (marks 10 each): (30 marks)

- a) What is the nature of Porter's Strategic Model?
- b) Explain growth through Diversification strategy.
- c) What are strategic gaps and how are they addressed.
- d) Explain Corporate Restructuring Strategy
- e) Face of an organization is obtained through its Mission Statement. Discuss this.

Q.4. Attempt both Q. 4a & 4b (carrying 10 marks each) (20 marks)

- a) With the global economic slow-down, explain the need for creativity and innovation in Strategic Planning.
- b) What is Merger & Acquisition Strategy? Is this the only way these days for organizations to survive and grow?

X
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