

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014

Subject: Strategic Management

Date: 31.12.2014

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.

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

(Marks: 2X5=10)

- a) Explain Strategic Management Process
- b) Explain Mintzberg's 5 P's for Strategy
- c) Goals & Objectives
- d) Complexity of Global Environment

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

(Marks: 2X5=10)

- a) Importance of strategy
- b) PESTLE Analysis
- c) Explain – Technology Life Cycle
- d) Joint Venture & Strategic Alliance
- e) Type of International Companies

Q. 3) Attempt (any 3 out of 6)

(Marks: 3X10=30)

- a) Balance Score Card
- b) Rivalry Analysis
- c) Explain – Need, Importance and Problems of Growth Strategy
- d) Explain – Importance of formulating the Functional Level Strategy
- e) Characteristics of Vision Statement & Mission Statement
- f) Explain SWOT Analysis with an example of new business line launch in any company
