

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015  
Subject: Strategic Management  
Date: 20.06.2015

Semester: III - RE-EXAM  
Marks : 50  
Time: 11.00 a.m. to 1.00 p.m.

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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 to each new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

1. Attempt any 2 out of 4 Marks: 10
  - a) Balance Score Card
  - b) Mintzberg's 5P's of Strategy
  - c) Core Competencies
  - d) PESTLE Analysis
  
2. Write short notes on any 2 out of 5 Marks: 10
  - a) Vision
  - b) Cost Leadership and Differentiation strategy
  - c) Michael Porter's five forces
  - d) Technology Life Cycle
  - e) Stability and Retrenchment Strategy
  
3. Attempt any 3 out of 6 Marks: 30
  - a) Explain the characteristics of Mission Statement with examples.
  - b) Explain the need for companies to go for globalization.
  - c) What are the various steps involved in Strategic Management process?
  - d) What are the various methods of Corporate Restructuring?

- e) What are the various types of organisational structure and design? Explain the same with merits and demerits of each.
  - f) How many types of strategic gaps are there in the organisation? Explain the same with examples.
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