

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

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

Examination: June 2015

Subject: Strategic Management

Semester: III

Course : New

Marks : 70

Date: 15.06.2015

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 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) Dimension of Strategic management
- b) Ansoff Matrix
- c) Stability strategy
- d) Types of International companies

2. Write short notes on any 2 out of 5

Marks: 10

- a) SWOT Analysis
- b) Michael Porter's framework for Analysing competitors
- c) Retrenchment and Turnaround strategy
- d) Strategic Gaps
- e) Mc Kinsey 7S Framework

3. Attempt any 3 out of 6

Marks: 30

- a) Explain Michael Porter's generic strategies with examples.
- b) What are the various ways to enter into global market?
- c) What are the various steps involved in Strategic Management process?
- d) What is the role of a leader in functional level Strategic Management?
- e) Outline the advantages and disadvantages of Product and Functional Structure.

f) What is a corporate level strategy? Why is it important to be a diversified firm?

4. Attempt both the questions

Marks: 20

- a) Explain Vision, Mission and its features and importance with examples.
 - b) Explain Michael Porter's Five forces model with examples.
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