

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

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

Examination: December 2015
Subject: Strategic Management

Semester: III
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 11.12.2015

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q. 1) Attempt any 2 out of 4. (Marks: 2X5=10)

- a) Innovation strategies.
- b) Low cost strategies.
- c) Customer strategies.
- d) Generic Strategies.

Q. 2) Write short notes on (any 2 out of 5) (Marks: 2X5=10)

- a) Strategic Management.
- b) Pioneer.
- c) Functional structure
- d) Technology induced gaps.
- e) 7s Model.

Q. 3) Attempt (any 3 out of 5) (Marks: 3X10=30)

- a) Explain Mitzberg's fiveps of strategy.
- b) Describe organizational capabilities.
- c) Explain how appraisal can be used to guide strategy formulation.
- d) What are the forces operating in strategy change.
- e) Describe the various Industry forces

Q.4) Attempt both the question (Marks: 2X10=20)

- a) Explain the need for strategic management
- b) Describe the differentiation strategies.