

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

Programme: PGDRM/PGDBM/PGDMM/PGDFFM/PGDHRM/PGDITM/PGDSCM/PGDDBFM

Examination: June 2016
Subject: Strategic Management

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

Date: 10.06.2016

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) Porter's Value Chain
- b) Ansoff's Matrix Model
- c) Transnational Strategy
- d) Rivalry Analysis.

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

(Marks: 2X5=10)

- a) Technology Lifecycle
- b) Differentiation Strategy
- c) Functional Strategy
- d) SWOT Analysis
- e) PESTLE Analysis

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What is strategic management process? Explain.
- b) What is Globalization? Differentiate MNC, Global and Transnational companies.
- c) What is Diversification Strategy? Explain.
- d) Explain Retrenchment Strategy in detail.
- e) Explain Mitzberg's five Ps strategy.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Explain Michael Porter's 5 forces with examples.
- b) Explain the strategy levels in detail.
