

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

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

Examination: December 2016  
Subject: Strategic Management

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

Date: 09.12.2016

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
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**Q.1) Attempt any 2 out of 4**

**(Marks: 2X5=10)**

- a) Low cost strategy
- b) Corporate level Strategy
- c) Transnational Strategy
- d) Functional strategy

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

**(Marks: 2X5=10)**

- a) Licensing
- b) Backward Integration
- c) Mintzberg's Five P's for Strategy
- d) SWOT Analysis
- e) Porter's Generic Strategies

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) What is Strategic Management Process? Explain.
- b) What is Value Chain Approach? Explain.
- c) What do you mean by 'Strategy Formulation'?
- d) Distinguish between Concentric Diversification and Conglomerate Diversification as strategic alternatives.
- e) How are Global Strategic Plans implemented? Discuss issues related to implementation.

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) Do you think the Strategy Decision Model of Ansoff is relevant in present day organisations? Give appropriate reasons in support of your answer.
- b) What is Cost Leadership Strategy? Give an example.

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