

TERM END EXAMINATION - JUNE, 2019

**P.G Diploma in Management (PGDIM)
Advance Diploma in Management (ADIM)**

STRATEGIC MANAGEMENT

Time - 3 Hours

Full Marks - 100

(Answer All the questions from Group-A , any four questions from Group - 'B', any four questions from Group - 'C' and any two questions from Group - 'D')

Group 'A'

Q. No. 1 Answer all the questions, each within one or two sentences **Marks: 1 × 10= 10**

- a) Describe three broad levels of strategy.
- b) Objectives must be "SMART". Explain
- c) What is strategic intent?
- d) What do you mean by environmental scanning?
- e) What is SWOT analysis?
- f) What is competitive rivalry?
- g) What are the primary activities in value chain?
- h) Describe the concept of corporate parent.
- i) What is BCG matrix?
- j) Describe the concept of Balanced Score Card?

Group 'B'

Q. No. 2 (Answer any four questions each within 100 words) **Marks: 5 × 4= 20**

- a) What are the benefits of strategic management?
- b) Distinguish between goals and objectives.
- c) How external analysis is done?
- d) Explain the concept of scenario building.
- e) Differentiate between forward and backward integration.
- f) Explain the four different perspective of Balanced Score Card.

Group 'C'

Q. No. 3 (Answer any four questions, each within 200 words) **Marks: 10 × 4= 40**

- a) Describe different approaches to strategy making.
- b) What are the applications of SWOT analysis?
- c) Explain the concept of corporate diversity.
- d) Distinguish between value adding parent and value destroying parent.
- e) How business level strategies are different from corporate strategies.
- f) Distinguish between internal perspective and financial perspective of Balanced Score Card.

Group 'D'

Q. No. 4 (Answer any two questions, each within 300 words) **Marks: 15 × 2= 30**

- a) Briefly explain the strategic management process?
- b) Briefly explain the Porter's five force model and its implication for strategy formulation?
- c) What are the strategic components of corporate level strategy?