

Printed Page:-

Subject Code:- NPGDM041

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: IV - THEORY EXAMINATION (20 -20)

Subject: Strategic Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

1-a. In the acronym VUCA, V stands for _____.
(CO1)(K1) 1

- (a) Volume
- (b) Value
- (c) Volatility
- (d) None of these

1-b. In the BANI framework, 'Incomprehensible' means _____.
(CO2), (K2) 1

- (a) Information that is straightforward and easy to understand.
- (b) The difficulty in making sense of complex and chaotic situations.
- (c) The predictability of future events.
- (d) None of these

1-c. The following aspect should be avoided in a vision statement
_____.
(CO3)(K3) 1

- (a) Inspirational language
- (b) Specific metrics and short-term objectives
- (c) A focus on the company's core mission
- (d) All of these

1-d.	PESTLE factors are important for businesses _____.	1
	(CO4)(K4)	
	(a) To develop a new product line.	
	(b) To understand the external environment that could impact their operations and strategy.	
	(c) To set internal goals and objectives.	
	(d) None of these	
1-e.	The following scenario would likely decrease the "Threat of New Entrants" _____.	1
	(CO5)(K4)	
	(a) High capital requirements for entry into the industry.	
	(b) Low levels of customer loyalty.	
	(c) A high number of existing competitors	
	(d) None of these	
2.	Attempt all parts:-	
2.a.	Explain the significance of Strategic Management.	2
	(CO1)(K1)	
2.b.	Explain the meaning of corporate strategy.	2
	(CO2)(K2)	
2.c.	Explain the different aspects of the internal environment of an organization.	2
	(CO3)(K3)	
2.d.	Discuss the different types of factors that affect strategic choice.	2
	(CO4)(K4)	
2.e.	Define strategic management.	2
	(CO5)(K5)	
SECTION-B		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Analyze the elements that make an effective mission statement.	5
	(CO1)(K1)	
3-b.	Analyze the potential impact of a vision statement on organizational change.	5
	(CO2)(K2)	
3.c.	Explore the role of social factors in shaping business strategies.	5
	(CO3)(K3)	
3.d.	Analyze how the intensity of competitive rivalry affects profitability in an industry.	5
	(CO4)(K4)	
3.e.	Describe the ways in which the mission statement contributes to organizational success.	5
	(CO5)(K5)	
SECTION-C		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Discuss the impact of global expansion on corporate-level strategies.	6

(CO1) (K1)

- 4-b. Explain the key components of business-level strategy and how they contribute to achieving a competitive advantage. (CO1)(K1) 6
5. Answer any one of the following:-
- 5-a. Discuss the impact of technology and innovation on business-level strategy. (CO2)(K2) 6
- 5-b. Provide examples of companies that have effectively developed their core competencies. (CO2)(K2) 6
6. Answer any one of the following:-
- 6-a. Identify the ways in which threat of new entrants impacts industry competition. (CO3)(K3) 6
- 6-b. Discuss the factors which increase the bargaining power of suppliers. (CO3)(K3) 6
7. Answer any one of the following:-
- 7-a. Discuss how each component of BANI affects organizational strategy and decision-making. (CO4)(K4) 6
- 7-b. Describe the concept of realized strategy' according to Mintzberg. (CO4)(K4) 6
8. Answer any one of the following:-
- 8-a. Discuss the measures which can be taken by the organizations to enhance their resilience in the face of brittle systems. (CO5)(K5) 6
- 8-b. Discuss the implications of 'Anxious' environments as described by the BANI framework on employee well-being and organizational culture.(CO5)(K5) 6