

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2014-16)**  
**Fifth Semester Examination January 2016**

<b>Subject</b>	<b>Strategic management (Common Subject For All Specializations)</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>1</b>	<b>Date</b>	<b>11.01.2016</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

What is Strategic management? Why it is important for any business Organization? Give relevant examples.

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is corporate level strategic planning?
- b) What is business level strategic planning?
- c) What is functional level strategic planning?

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What do you understand by a company's manufacturing strategy?
- b) What do you understand by a company's Distribution strategy?
- c) How will you implement a brand building strategy for a coaching class?

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is Strategic formulation?
- b) What is strategic implementation?
- c) What is strategic evaluation?

**Q5) Write short notes any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Environmental analysis in strategic management.
- b) Organizational appraisal in strategic management.
- c) What do you understand by strengths and weaknesses in strategic management?

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain Threat of new entrants with relevant examples.
- b) Explain Bargaining power of buyers with relevant examples.
- c) Explain Bargaining power of sellers with relevant examples.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What do you understand by threat of substitutes? Give relevant examples.
- b) What are Porter's generic competitive strategies?
- c) What do you understand by Mc Kinsey's 7-S framework?