

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2015-17)**  
**Fifth Semester Examination December 2016**

<b>Subject</b>	<b>Strategic management – 1 (Common Subject for All)</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>Date</b>	<b>21.12.2016</b>

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

**Q1) 20 Marks (Compulsory)**

What do you understand by Strategic management? What is its importance in today's competitive business scenario? Give relevant examples.

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

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

- a) What do you understand by the Strategic management process?
- b) What do you understand by a company's Vision?
- c) Explain Ansoff's matrix with suitable examples.

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

- a) What is the Design school in Strategy formulation?
- b) What is the Learning School in strategy formulation?
- c) What do you understand by customer value proposition ?

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

- a) Threat of New entrants.
- b) Threat of Substitutes.
- c) Competitors Rivalry in Industry,.

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

- a) Criticism of Porter's five forces.
- b) Bargaining power of buyers with relevant examples.
- c) Bargaining power of sellers with relevant examples.

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

- a) Primary activities
- b) Bench marking
- c) Mc Kinsey's 7-S framework.