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VPM's  
DR VN BRIMS, Thane  
Programme: MMS (2013-15)  
Third Semester Examination October/November 2014

Subject		Strategic Management (SM 03)	
Roll No.	Common Paper for All	Marks	60
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	30-10-2014

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

**Q1) 20 Marks (Compulsory)**

With a clean and neat diagram explain Business Integration Process Model with an example of your choice.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Strategic Management
- b) Schematic Diagram
- c) Explain the entire Strategic Management Planning Process.

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

- a) Michael Porters 5 forces model
- b) PESTEL
- c) Focus strategy

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

- a) Mergers and Acquisitions
- b) Explain any case study of any Indian company for the same
- c) Why Merge ring and Acquisitions are done

**Q5) What do you mean by: Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Globalization?
- b) Does Globalization help organizations to improve their bottom line.  
(Explain with a case study)
- c) Importance of Globalization

**Q6) What do you mean by Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Ninja Business Academy Model
- b) Explain how it can minimize the attrition rate
- c) Help organization for Succession Planning

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

- a) Vision and Mission statement
- b) STPD Analysis
- c) SCM + CRM = Branding

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