

Marketing

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

Subject	Common for	Strategic Management (SM 03)	
Roll No.	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
