

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2016-18)
PGDM Trimester V Examination December 2017

Subject	Strategic Management (Common Subject for All)		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	21.12.2017

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

Q1) 20 Marks (Compulsory)

What is Strategic management? What do you understand by Internal and external environment? Give relevant examples.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) What do you understand by "Strategic management process" ?
- b) What is a Vision statement ?
- c) What is a Mission statement ?

Q3) Write short notes any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Corporate level strategic planning
- b) Functional level strategic planning
- c) BHAG

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

- a) What do you understand by Porters Generic Model?
- b) What is Blue Ocean?
- c) What is Purple Ocean?

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

- a) McKinseys 7S model
- b) VUCA
- c) Bargaining power of Buyers

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

- a) What is the relevance of GE Mckinsey matrix in Strategic management?
- b) What do you understand by "Threat of New Entrants" in Porters Five force model?
- c) What is the significance of Value chain in Strategic management

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

- a) Ansoffs Matrix
- b) VRIO Model
- c) Turn around strategy