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Subject Code:- GPG041

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (GLOBAL)

TRIMESTER: IV - THEORY EXAMINATION (20 .... -20 ....)

Subject: Strategic Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

### **SECTION-A**

15

1. Attempt all parts:-

1-a. The organization can effectively manage volatility by \_\_\_\_\_.  
(CO1)(K1) 1

- (a) Developing contingency plans and enhancing information gathering and analysis.
- (b) By building flexibility and resilience into their processes and strategies.
- (c) By breaking down problems into smaller, more manageable parts and seeking expertise.
- (d) All of these

1-b. In the BANI framework, 'Incomprehensible' means \_\_\_\_\_.  
(CO2)(K2) 1

- (a) Information that is straightforward and easy to understand.
- (b) The difficulty in making sense of complex and chaotic situations.
- (c) The predictability of future events.
- (d) None of these

1-c. The following aspect should be avoided in a vision statement  
\_\_\_\_\_.  
(CO3)(K3) 1

- (a) Inspirational language
- (b) Specific metrics and short-term objectives
- (c) A focus on the company's core mission

- (d) All of these
- 1-d. The following factor in PESTLE analysis relates to technological innovations and advancements \_\_\_\_\_. (CO4)(K4) 1
- (a) Economic
- (b) Legal
- (c) Technological
- (d) None of these
- 1-e. A company can reduce the impact of "Bargaining Power of Buyers" \_\_\_\_\_. (CO5)(K5) 1
- (a) By increasing the number of suppliers
- (b) By differentiating its products and services.
- (c) By lowering the barriers to entry.
- (d) All of these

2. Attempt all parts:-

- 2.a. Explain the significance of Strategic Management. (CO1)(K1) 2
- 2.b. Explain the advantages and disadvantages in being a first mover in an industry. (CO2)(K2) 2
- 2.c. Explain the different aspects of the internal environment of an organization. (CO3)(K3) 2
- 2.d. Explain the importance of leadership style in the context of strategic management. (CO4)(K4) 2
- 2.e. Discuss the type of barriers commonly faced in strategic evaluation. (CO5)(K5) 2

## **SECTION-B**

15

3. Answer any three of the following:-

- 3-a. Provide three examples of well-crafted mission statements from well-known companies. (CO1)(K1) 5
- 3-b. Provide examples to illustrate the impact of each component of VUCA. (CO2)(K2) 5
- 3.c. Mention the ways in which understanding social trends and demographics influence product development, marketing, and corporate social responsibility. (CO3)(K3) 5
- 3.d. Analyze how a company can achieve a successful cost leadership strategy. (CO4)(K4) 5
- 3.e. Describe the ways in which the mission statement contributes to organizational success. (CO5)(K5) 5

## **SECTION-C**

30

4. Answer any one of the following:-

4-a. Discuss the impact of global expansion on corporate-level strategies. 6  
(CO1)(K1)

4-b. Explain the key components of business-level strategy and how they contribute to achieving a competitive advantage. 6  
(CO1)(K1)

5. Answer any one of the following:-

5-a. Discuss the ways in which companies successfully implement a focus strategy, and the benefits and limitations associated with targeting a specific market segment. 6  
(CO2)(K2)

5-b. Define core competencies and explain their importance in strategic management. 6  
(CO2)(K2)

6. Answer any one of the following:-

6-a. Identify the ways in which threat of new entrants impacts industry competition. 6  
(CO3)(K3)

6-b. Discuss the factors which increase the bargaining power of suppliers. 6  
(CO3)(K3)

7. Answer any one of the following:-

7-a. Examine how a company can successfully implement a differentiation strategy. 6  
(CO4)(K4)

7-b. Mention the factors should be considered when selecting a niche, and how can a company ensure it effectively serves that niche 6  
(CO4)(K4)

8. Answer any one of the following:-

8-a. Discuss the impact of 'Incomprehensible' environments on organizational decision-making and strategic planning. 6  
(CO5)(K5)

8-b. Discuss the approaches organizations can use to manage complexity and improve their ability to understand and respond to incomprehensible situations. 6  
(CO5)(K5)