

School of Business

Department of Business

Mid Term Examination

Exam Date: 27 Sep 2023

Time : 90 Minutes

Marks : 50

Sem IX - MBDS6003 - Strategic Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Summarize the importance of business policy with suitable example. K2 (2)
- 2) Discuss the scope of strategic management and business policy. K1 (3)
- 3) Summarize the importance of the human resources (HR) functional strategy within an organization. Illustrate your summary with examples of how HR strategies contribute to organizational success. K2 (4)
- 4) Illustrate the statement "As a strategic leader, what actions could you take to establish and emphasize ethical practices in your firm?" K2 (6)
- 5) Emergent strategy is different from deliberate strategy. Identify underlying importance of this statement. K3 (6)
- 6) Identify the concept and purpose of the BCG Matrix and explain how it helps organizations assess the strategic position of their business units. Justify your answer K3 (9)
- 7) You are a manager at an Indian pharmaceutical company that has traditionally focused on manufacturing generic drugs. With increasing competition and a changing market landscape, you want to diversify the company's product portfolio. Examine the factors you would consider before choosing a new business to enter. K4 (8)
- 8) Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all organisations, after completing their master's in business management, both of them take up a job at managerial level in different organisations as per their individual areas of interest. Anju takes up a marketing job in a retail company and strives to increase sales whereas Manju joins an NGO and works diligently to realize its objective related to providing employment to especially abled persons. Both of them have to perform a series of continuous, composite, but separate functions. On some days, Anju spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos. In context of the above case: 1. Analyze the various features of management highlighted in the above paragraph by quoting lines from it. K4 (12)

OR

The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation & control. —Analyze

K4 (12)