

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – Dec 2021

Program: BBA ABD and LM
Subject/Course: Business Policy and Strategy
Course Code: STGM3002

Semester: 5th
Max. Marks: 100
Duration: 3 Hours

SECTION A

1. Objective type question (all objectives are compulsory)

Q.No		Marks	COs
	Section A		
1	• What is Strategy	2	1
2	True or False 1) Strategy is not a part of business planning 2) BCG matrix was created by CK Prahalad 3) Vodafone-Idea is a Joint Venture 4) Strategic Execution is not essential for the organization 5) Sunder Pichai is the CEO of Nokia 6) Strategic formulation is the last phase of Strategic management	6*2=12	1
3	Explain the importance of Strategy for an Organization	2	4
4	Explain why “ability” of the organization is crucial for strategic execution	2	4
5	Explain Merger and Acquisition with example	2	1,2

Section B

1. Each question will carry 5 marks (attempt any 4)
2. Instruction: Write short/brief notes

1	What is Porters generic framework strategy	5	3
2	Explain Porter’s Five Forces. Apply it to the market of your choice	5	2
3	Explain the impact of culture in an organization	5	2
4	Explain the importance of technology in an organization	5	2

5	Explain why the purpose of the organization matters. Explain with example	5	2 3
Section C			
Attempt any three questions			
1	Explain internal analysis with respect to organization. How its impacts in understanding the Organization's strength	10	3 2
2	Interpret the meaning of vision statement and mission statement how both are critical pillar for an organization	10	3,2
3	Explain the relationship between types of strategies. Also explain the function of each strategy and the stakeholders involved in each type of Strategy.	10	3,2
4	Why Strategic execution is the most challenging phase of Strategic Management. Explain with Example	10	3,2
Section D (Long Answer) (q.1 is compulsory , choose between q2 or q3)			
1)	Imagine a CEO of big data company XYZ in visiting in India , the company has an annual revenue of \$1 billion. It has offices in USA , Europe and some parts of Russia , they have decided to open office in India. Your consulting firm is asked to create a complete overview of Indian market as well as chart out the strategic plan for their market entry.	15	
2)	Facebook is launching metaverse plan. Do a complete analysis of the new strategy of Facebook , what will be its impact on the market	15	
3)	<p>You need to choose either 2 or 3.</p> <p>In a Market there are 5 (A,B,C,D,E)players with market share 20 percent , 30 percent , 10 percent , 20 percent ,20 percent . Kindly calculate the HHI index. Regulator got a news that some of these companies are going to merge in the market. They want to evaluate which merger is good for the Market.</p> <p>A merges with B B Merging with E C merging with A</p>	15	

	A merging with B and C		
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ANSWERS