



**UNIVERSITY OF PETROLEUM AND ENERGY
STUDIES**

End Semester Examination, May2023

**Course: Strategic Management-I
Program: MBA S&C
Course Code: STGM7004**

**Semester : II
Duration : 03 hrs.
Max. Marks: 100**

Instructions: Attempt all questions

| Q.No | Section A | 10Qx2M= 20Marks | COs |
|-------------|---|----------------------------|------------|
| Q1 | <ol style="list-style-type: none">1. Which of the following is not a major element of the strategic management process?<ol style="list-style-type: none">a. Formulation strategyb. Implementing strategyc. Evaluating strategyd. Assigning administrative tasks2. Competitive advantage can be best described as<ol style="list-style-type: none">a. Increased efficiencyb. What sets an organisation apartc. A strength and the organisationsd. Intangible resources3. An organisation strategy ____<ol style="list-style-type: none">a. Remains set in place longer than the mission and objectivesb. Generally forms over a period of time as events unfoldc. Trends to be formed at the same time the mission is developedd. None4. The primary focus of strategic management is<ol style="list-style-type: none">a. Strategic analysisb. The total organisationc. Strategy formulationd. None5. The corporate level is where top management directs<ol style="list-style-type: none">a. All employees for orientationb. Its efforts to stabilise recruitment needsc. Overall strategy for the entire organisationd. Overall sales projections6. What are the guides to decision making?<ol style="list-style-type: none">a. Rulesb. Proceduresc. Goalsd. Policies7. Which environment can create new markets and new business segments?<ol style="list-style-type: none">a. Political environmentb. Economic environmentc. Sociocultural environment | | CO1 |

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| | <p>personal health, consumer health, and personal care and hygiene products. One of the most revolutionary products to come out on the market was the company's disposable Pampers diaper, first test-marketed in 1961.</p> <p>Huggies is the brand name of a disposable diaper marketed by American consumer goods company Kimberly-Clark. Huggies were first test marketed in 1968. P&G's Pampers brand is the current market leader, but fierce competitors like Kimberly-Clark's Huggies brand are also constantly improving their products.</p> <p>Assume you worked for Procter & Gamble in product management for Pampers Premium.</p> | | |
| | <p>a. Can you describe the market position of your product ? What was the most significant contribution you made to the product? Use BCG Matrix and IFAS and EFAS</p> | 15 | CO4 |
| | <p>b. Assume you were VP of marketing for Huggies, the biggest competitor of Pampers, how would you respond? Use Five forces model</p> | 15 | CO4 |