

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May2020

Course: Business Strategy & Analytics

Program: B.Tech CSE (BAO)

Course Code: CSIB483

Semester: VIII

Time : 03 hrs.

Max. Marks: 100

Instructions: All questions are compulsory

SECTION A

S. No.		Marks	CO
Q 1	Which of the following is an issue considered in developing corporate strategies? a. What business are we in? b. What direction are we going? c. What resources do we have to implement our strategies? d. What businesses are we in and what to do with those businesses?	2	CO1
Q 2	_____ is the foundation of blue ocean strategy. a. Innovation b. Value creation c. Value innovation d. value cost trade-off	2	CO1
Q 3	The primary focus of strategic management is: a. strategic analysis b. the total organization c. strategy formulation d. strategy implementation	2	CO1
Q 4	Which one of the following is not a primary task of strategic managers? a. Establishing strategic objectives b. Developing the steps to follow in implementing operational level plans c. Defining the business and developing a mission d. Developing a strategy	2	CO1
Q 5	The corporate level is where top management directs: a. all employees for orientation b. its efforts to stabilize recruitment needs c. overall strategy for the entire organization d. overall sales projections	2	CO1
Q 6	The three organizational levels are: a. corporate level, business level, functional level b. corporate level, business unit level, functional level c. corporate strategy level, business unit level, functional level d. corporate strategy level, business level, specialist level	2	CO1

Q 7	Market research is conducted by a. By employees b. By research agencies c. By consultants d. all of the above	2	CO2
Q 8	These are critical situations that occur unexpectedly and threaten the course of a firm's strategy. a. Crisis b. Emergency c. Shutdown d. All of the above	2	CO2
Q 9	A major part of strategy implementation is a. Planning b. Communication c. Resource allocation d. Monitoring	2	CO2
Q 10	Three C's affecting today's companies are a. Customer, Competition, Change b. Cost, Competition, Change c. Customer, Competition, Cost d. Customer, Cost, Change	2	CO2
Q 11	What does the acronym KPI stand for? a. Key Predictive Indicator b. Key Predictor Index c. Key Performance Indicator d. None of the above	2	CO3
Q 12	What does our First Pass Yield KPI measure? a. Our ability to produce the product correctly the first time. b. The number of incorrectly produced products. c. The number of products we produce in a day. d. None of the above	2	CO3
Q 13	When a product requires rework which KPIs are impacted? a. Manufacturing Lead Time and On Time To Promise. b. First Pass Yield. c. Productivity. d. All of the these KPIs are impacted.	2	CO3
Q 14	Manufacturing Lead Time is measured through which stage of the process before we stop measuring it? a. Inspection b. Test c. Assembly d. Shipment	2	CO3
Q 15	When we under-perform on our Productivity KPI, which other KPIs do we fall short on? a. On Time to Promise b. On Time To Promise, First Pass Yield and Manufacturing Lead Time	2	CO3

	c. Manufacturing Lead Time and On Time to Promise d. Manufacturing Lead Time and First Pass Yield		
Q 16	At what stage of the production process do we start measuring Manufacturing Lead Time? a. Kitting b. Kit Short c. Assembly d. Shipment	2	CO3
Q 17	What does our On Time to Promise KPI measure? a. Our ability to live up to our promises. b. The number of times we are late with our product delivery to customers. c. The percentage of time we produce our product on time. d. The percentage of time we're successful at delivering the product when we promised our customer we would deliver it.	2	CO3
Q 18	According to Kaplan and Norton, what should be the main perspective of the balance Scorecard? a. Financial b. Customer c. Learning and Growth d. None of the above	2	CO4
Q 19	Which one of the following is not one of the Balanced Scorecard's four generic perspectives? a. innovation and learning b. marketing and advertising c. financial d. internal business processes	2	CO4
Q 20	Which of the following statements is false? Balanced scorecards: a. cannot be used in conjunction with budgetary control systems b. can be used to produce strategy maps c. are one type of performance dashboard d. can be cascaded to different levels/parts of organizations	2	CO4
Q 21	In the Balanced Scorecard, Kaplan and Norton describe four perspectives that need to be balanced for companies to become and remain competitive. Which perspective places more emphasis on investing in employees? a. Financial. b. Customer. c. Internal business processes. d. Learning & growth	2	CO4
Q 22	Which of the following is not one of the main parts of the Kaplan-Norton balanced scorecard concept? Balancing: a. financial and non financial measurements. b. cash flows and non cash flows. c. short term and long term measurements. d. leading and lagging indicators	2	CO4

Q 23	Balanced Scorecard measures with the benchmark for performance in a. Financial Areas b. Development Areas c. Nonfinancial Areas d. None of the above	2	CO4
Q 24	Consensus gaining while strategy management in balanced Scorecard is made at the stage of a. Feedback and Learning b. Translating the vision c. Business Planning d. Learning	2	CO3
Q 25	In order to better serve its customers, a retail store will need to have information on the: a. store inventory level. b. store inventory level, customer demand data & supply lead time c. supply lead time. d. delivery and shipping locations.	2	CO2
Q 26	Planning encourages management to think systematically about what has happened, what is happening, and _____. a. when it is happening b. what might happen c. should something happen d. should something stop	2	CO2
Q 27	The difference between annual and long-range plans versus a strategic plan is that the annual and long-range plans deal with the company's current businesses and how to keep them going, while the strategic plan deals with: a. functional activities. b. global activities. c. tactical decisions. d. adapting the firm to take advantage of opportunities in its constantly changing environment	2	CO2
Q 28	Wal-Mart has a mission statement that says "We deliver low prices, every day." This mission statement would best be characterized as being: a. market-oriented. b. product-oriented. c. production-oriented. d. futuristic	2	CO2
Q 29	The _____ is the collection of businesses and products that make up the company. a. business strategy group b. business portfolio c. business cartel d. business organization	2	CO1
Q 30	An organization's general expression of its overall purpose is known as its: a. objective b. vision	2	CO1

	c. goal d. mission		
SECTION B			
Q 31	Elaborate and discuss the vision and mission statements of the government as well as a private organization using practical examples. OR Distinguish between strategic management and operational management in term of different levels of management.	10	CO1
Q 32	Define strategic objectives. Differentiate between good and bad objective setting. OR Illustrate the relationship between strategic planning and strategic management. Which come first?	10	CO2
SECTION-C			
Q 10	Demonstrate an overview on IT tools for Scorecarding, Building and Tracking KPIs along with the guidelines for choosing IT tools.	10	CO3
Q 11	List down the various steps involved in Strategy Planning? Specify the relationship between strategic planning and strategic management. Which come first?	10	CO4