

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Business Strategy & Market Analysis**

**Program: B. Tech. CSE (ECRA)**

**Course Code: CSEG438**

**Semester: VIII**

**Time 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**

S. No.		Marks	CO
Q 1	Explain various levels in Strategic management.	4	CO1
Q 2	Describe the format for Conducting a SWOT Analysis.	4	CO2
Q 3	List the types of KPIs and explain them in brief.	4	CO3
Q 4	Express your views upon making a great dashboard design.	4	CO4
Q 5	Explain the cross functional planning.	4	CO2

**SECTION B**

Q 6	Elaborate strategic objectives. Differentiate between good and bad objective setting.	10	CO2
Q 7	Define the characteristic of well-designed dashboard with suitable example.	10	CO4
Q 8	Distinguish between strategic management and operational management in term of different levels of management.	10	CO1
Q 9	Dramatize, how you will report the present status of a KPI to senior management. <b>OR</b> Illustrate the impact of KPI on business organization.	10	CO3

**SECTION-C**

Q 10	Explain the various ways of selecting measures. Justify why the performance measures are needed and what they do?	20	CO3
Q 11	List down the various steps involved in Strategy Planning? Specify the relationship between strategic planning and strategic management. Which come first? <b>OR</b> Explain the key elements of strategic plan along with the various steps involved in Strategy Plan Process	20	CO2

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**SECTION A**

S. No.		Marks	CO
Q 1	List the benefits of Strategic Management.	4	CO1
Q 2	Describe the nature of Strategic Planning.	4	CO2
Q 3	List down steps involved in KPI identification.	4	CO3
Q 4	Explain the usability factor in dashboard.	4	CO4
Q 5	Explain the key elements of strategic plan.	4	CO2

**SECTION B**

Q 6	Explain the various steps involved in Strategy Plan Process.	10	CO2
Q 7	Discuss the various Categories and types of dashboard.	10	CO4
Q 8	Elaborate and discuss the vision and mission statements of the government as well as a private organization using practical examples.	10	CO1
Q 9	Define strategic objectives. Differentiate between good and bad objective setting. <b>OR</b> 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, Buliding and Tracking KPIs along with the guidelines for choosing IT tools.	20	CO3
Q 11	a. Explain the four perspectives of Balanced Scorecard evolved by Kaplan and Norton. b. Justify how does the balanced scorecard does is differ from KPIs? <b>OR</b> a. How the Balanced Scorecard has developed from a performance measurement system to an interactive management system? b. Describe the different types of metrics with examples.	20	CO4