



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Business Policy and Strategy

Semester: 6th

Program: BBA-FAS

Course Code: STGM3002

Time : 03 hrs.

Max. Marks: 100

Instructions:

**SECTION A
10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Statement of question		CO1
1	What is Simple structure organization		
2	What is value chain		
3	What is a Strategy		
4	What is a Vertical Merger		
5	What is Product life cycle		
6	Explain bargaining power of supplier		
7	Explain the divisional structure of an organization		
8	What is core competence of an organization		
9	What is cultural integration?		
10	What is Star in BCG Matrix		

**SECTION B
4Qx5M= 20 Marks**

Q	Statement of question (150 to 250 words approx.)		CO3
1	Explain PESTEL		
2	Explain Strategic execution		
3	Explain Prisoners dilemma		
4	Explain Public Private Partnership mode of execution		

**SECTION-C
3Qx10M=30 Marks**

Q	Statement of question		CO4
1)	Imagine you are CEO of OLA cabs. Morning 6 am you got a call from international market stating that oil prices has gone down to zero. What		

	should be your immediate action plan.		
2)	Why Structure improves strategy		
3)	Why people management is an important pillar of the strategy		
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of question		CO4,5
	<p>1) A company ABC wants to set up a business of eCommerce in India. Create a business plan for the organization.</p> <p>2) In a Market there are 5 players each has 30 , 30 ,20 10,10 , percent market share. Calculate the HHI index. Do you think its hypercompetitive market.</p>		