

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – May 2021

Program: BBA LLB
Subject/Course: Business Policy and Strategy
Course Code: CLNL3001

Semester: 4th
Max. Marks: 100
Duration: 3 Hours

SECTION A

1. Each question carries 5 marks

Q.No		Marks	COs
	Section A		
1	• What is Strategy	5	1
2	True or False 1) Strategy is not a part of business planning 2) porters generic framework helps to understand product strategy 3) Vodafone-Idea is a Joint Venture 4) Strategic Execution is not essential for the organization 5) Sunder Pitchai is the CEO of Nokia	5	1
3	Explain the importance of Strategy for an Organization	5	4
4	Explain why “agility” of the organization is crucial for strategic execution	5	4
5	Explain Merger and Acquisition with example	5	1,2
6	Explain corporate strategy and business strategy with example	5	1,2

Section B

1. Each question will carry 10 marks
2. Instruction: Write short/brief notes

1	What is Porters generic framework strategy	10	3
2	Explain 4A's for Strategic Execution	10	2
3	Explain the impact of culture in an organization	10	2
4	Explain how to test your strategy	10	2

5	Explain why the purpose of the organization matters. Explain with example	10	2 3
Section C			
1) Short Case Study			
1	<p>Google launched google glass with much hype and still did not do well in the market, In spite of the fact that it has all the feature to make it successful like camera, phone connectivity, information sharing real-time data connectivity.</p> <p>1) Explain the reason for the failure of google glass 2) What strategy google should have adopted to make it a much better product for customer</p>	20	3 2

ANSWERS