

Name:  
Enrolment No:



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**

**End Semester Examination – May 2021**

**Program: BBA FAS**  
**Subject/Course: Business Policy and Strategy**  
**Course Code: STGM3002**

**Semester: 6th**  
**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) BCG matrix was created by CK Prahalad 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 “ability” 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 Porter’s Five Forces. Apply it to the market of your choice	10	2
3	Explain the impact of culture in an organization	10	2
4	Explain the importance of technology in an organization	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>The project Milo(Natal) of Microsoft was one of the most ambitious projects of all times. The AI and the virtual intelligence it was showing was much ahead of its time. Nevertheless still, the project did not work.</p> <p>1) Explain the reason for the failure of project Milo 2) What strategy Microsoft should have adopted to make it a much better product for customer</p>	20	3 2

## ANSWERS