



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Essentials of Strategic Management
Program: BBA AVM
Course Code: STGM 3001

Semester: IV
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	
	Statement of question		
Q1	Which group would be classified as a stakeholder? a. Communities b. Banks c. Suppliers d. Employees e. All of the given options		CO1
Q2	The fundamental purpose for the existence of any organization is described by its a. policy b. mission c. procedures d. strategy		CO1
Q3	. The acronym SWOT stands for a. Special Weapons for Operations Timelines b. Services, Worldwide Optimization, and Transport c. Strengths Worldwide Overcome Threats d. Strengths, Weaknesses, Opportunities, and Threats		CO1
Q4	Which of the following defines what business or businesses the firm is in or should be in? a. Business strategy b. Corporate strategy		CO1

	<p>c. Functional strategy</p> <p>d. National strategy</p>		
Q5	<p>Which of the following defines how each individual business unit will attempt to achieve its mission?</p> <p>a. Business strategy</p> <p>b. Corporate strategy</p> <p>c. Functional strategy</p> <p>d. National strategy</p>		CO1
Q6	<p>The corporate level is where top management directs:</p> <p>a. all employees for orientation</p> <p>b. its efforts to stabilize recruitment needs</p> <p>c. overall strategy for the entire organization</p> <p>d. overall sales projections</p>		CO1
Q7	<p>Which one of the following is NOT included in the Porter's Five Forces model:</p> <p>a. Potential development of substitute products</p> <p>b. Bargaining power of suppliers</p> <p>c. Rivalry among stockholders</p> <p>d. Rivalry among competing firms</p>		CO1
Q8	<p>What is meant by the term 'Stakeholder'?</p> <p>a. A person who is not related with a business.</p> <p>b. A person who is related with a business.</p> <p>c. A person who owns a business.</p> <p>d. A person who purchases the shares of a business.</p>		CO1
Q9	<p>The environmental segments that comprise the general environment typically will NOT include</p> <p>a. demographic factors.</p> <p>b. sociocultural factors.</p> <p>c. substitute products or services.</p> <p>d. technological factors</p>		CO1
Q10	<p>83. When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit.</p> <p>a. economic</p> <p>b. political</p>		CO1

	c. technological d. competitive e. Multinational		
SECTION B 4Qx5M= 20 Marks			
	Statement of question		CO4
Q11	To what extent has the world experienced 'global convergence' of taste and needs?		CO2
Q12	Critically examine the argument that firms in emerging economies should pursue a diversification strategy.		CO3
Q13	What is the difference between emergent and divergent strategies?		CO3
Q14	As the automobile industry transitions to electric vehicles, which existing resources and capabilities of the traditional automobile companies become redundant, and which new resources and capabilities should they acquire?		CO4
SECTION-C 3Qx10M=30 Marks			
	Statement of question		
Q15	What is the difference between the resource-based perspective and the positioning perspective?		CO2
Q16	Explain VRIO framework		CO3
Q17	Explain corporate level strategies with examples.		CO3
SECTION-D 2Qx15M= 30 Marks			
	Statement of question		
Q18	Why it is important for an Airline firm to study and understand external environment?		CO4
Q19	Take one firm of your choice. Conduct a PEST analysis for a country, in which it operates.		CO2