



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May2024

Course: Strategic Management-I
Program: MBA S&C
Course Code: STGM7014

Semester : II
Duration : 03 hrs.
Max. Marks: 100

Instructions: Attempt all questions

Q.No	Section A	10Qx2M=20Marks	COs
Q1	<p>1. Strategic group analysis involves mapping organization using:</p> <ul style="list-style-type: none"> a) Two variables appropriate to the industry b) Three variables appropriate to the industry c) Two variables which stay the same regardless of the industry d) Three variables which stay the same regardless of the industry <p>2. The inbound logistic activity is concerned with receiving and storing the raw materials.</p> <ul style="list-style-type: none"> a) True b) False <p>3. The resource-based view of strategy emphasizes the:</p> <ul style="list-style-type: none"> a) External capabilities b) Internal capabilities c) All of them d) None of them <p>4. To have the potential to become sources of competitive advantage, resources and capabilities must be non-substitutable, valuable, _____, and_____ .</p> <ul style="list-style-type: none"> a) Unique, easy to imitate. b) Easy to imitate, difficult to implement c) Rare, costly to imitate. d) Easy to implement, unique. <p>5.Hierarchy of Strategic Intent</p> <ul style="list-style-type: none"> i. Vision > Mission > Goals > Objectives > Plans ii. Mission > Vision > Goals > Objectives > Plans iii. Plans > Vision > Mission > Goals > Objectives iv. Goals > Vision > Mission > Objectives > Plans 		CO1

	<ul style="list-style-type: none"> a. i) b. iii) c. iv) d. ii) <p>6. Competitive advantage can be best described as</p> <ul style="list-style-type: none"> a. Increased efficiency b. What sets an organisation apart c. A strength and the organisations d. Intangible resources <p>7. Primary activities of the value chain include all of the following EXCEPT</p> <ul style="list-style-type: none"> a) Marketing & sales b) Operations c) Human resource management d) After sales service <p>8. Primary activities are</p> <ul style="list-style-type: none"> a) The activities most likely to be imitated by competitors. b) Involved in a product's physical creation, its distribution, and its service after the sale. c) The core competencies of the organization. d) The activities most crucial to implementing the firm's business strategy. <p>9. Supplier power will be high if:</p> <ul style="list-style-type: none"> a) The supplier's product is undifferentiated b) The supplier's product is easy to understand c) There are many suppliers to chose from d) There is a threat of forward integration <p>10. Competitive rivalry will be high if:</p> <ul style="list-style-type: none"> a) The industry is in its infancy b) The industry is fragmented c) There is a high degree of differentiation d) There are a few strong players in the industry 		
	Section B	4Qx5M= 20 Marks	
Q2	<p>Short Notes</p> <ol style="list-style-type: none"> 1. Bandwagon effects 2. Cannibalistic technology 3. Compulsory licensing and cross licensing 4. Dependent Vs independent patent 		CO2

