

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Business Strategy and Analytics**

**Program: B.Tech CSE + BAO**

**Course Code: CSBA 4004**

**Semester: VIII**

**Time 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**

S. No.		Marks	CO
Q 1.	Identify the importance of Strategy Management.	4	CO1
Q 2.	Explain the levels of strategic Management.	4	CO1
Q 3.	Note down the benefits of strategic management.	4	CO2
Q 4.	What are the key performance indicators?	4	CO2
Q 5.	What are scorecards?	4	CO2

**SECTION B**

Q 6.	What are the key goals in visual design process?	10	CO1
Q 7.	Summarize Strategic Plan Process.	10	CO3
Q 8.	With the help of flow chart, explain stages of strategic management.	10	CO3
Q 9.	What are the problems of not having a proper measure?	10	CO4
<b>OR</b>			
	Explain Categorizing Dashboards and Types of Dashboard data.		

**SECTION-C**

Q 10	Explain the steps involved in KPI Identification.	20	CO4
Q 11.	Define SWOT, SPACE and BCG.	20	CO4
<b>OR</b>			
	Difference between forward backward and horizontal integration		