

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – December 2020

Program: MBA BA
Subject/Course: Strategic Management
Course Code: STGM8001

Semester: 3rd
Max. Marks: 100
Duration: 3 Hours

SECTION A

1. Each question carries 5 marks

Q.No		Marks	COs
	Section A		
1	List phases of Strategic management.	5	1
2	True or False 1) Softbank is the new investor of Jet Airways 2) BCG matrix was created by CK Prahalad 3) Cost leadership companies focus on innovative products 4) Mission Statement creation is under Strategic Execution 5) Nikesh Arora was the CEO of Theranos	5	1
3	Explain important of Strategy Execution for an Organization	5	4
4	Explain Difference between Merger and Joint Venture	5	4
5	Explain 5 important factors for better strategy execution	5	1,2
6	What do you mean by Resource Based View of the firm	5	1,2

Section B

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

1	Explain Market of any one of the following : Video Games , Pipl,Artificial Intelligence	10	3
2	Explain Porters Generic Framework with example	10	2
3	Explain 4As of Strategy	10	2
4	Explain the importance Organization Structure	10	2
5	You are the CEO of ABC Airlines, a major airline headquartered in Mumbai, India. Operating an extensive international and domestic	10	2

	<p>Slack co-founder Stewart Butterfield will be hoping this sale works out better than when another company he started, photo sharing service Flickr, was sold to Yahoo 15 years ago. Flickr got lost in the shuffle at Yahoo amid years of turmoil before it was finally sold again in 2018 to SmugMug.</p> <p>In his next act after leaving Flickr, Butterfield decided to focus on gaming with a startup called Tiny Speck that launched in 2009.</p> <p>1) Do you believe salesforce buying Slack for \$27.7 billion is a good investment. What is the benefit to salesforce from this collaboration against Microsoft, explain.</p>		
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ANSWERS