

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
End Semester Examination – Dec 2021

**Program: BBA Aviation Operation**  
**Subject/Course: Essentials of Strategic Management**  
**100**  
**Course Code: STGM3001**

**Semester: 5th**  
**Max. Marks:**

**Duration: 3 Hours**

**SECTION A**

1. Objective type question (all objectives are compulsory)

Q.No		Marks	COs						
	Section A								
1	<ul style="list-style-type: none"> <li>What is Strategy</li> </ul>	2	1						
	True or False <table border="1" style="margin-left: 40px;"> <tr><td>2) Strategy is not a part of business planning</td></tr> <tr><td>3) BCG matrix was created by CK Prahalad</td></tr> <tr><td>4) Vodafone-Idea is a Joint Venture</td></tr> <tr><td>5) Strategic Execution is not essential for the organization</td></tr> <tr><td>6) Sunder Pitchai is the CEO of Nokia</td></tr> <tr><td>7) Strategic formulation is the last phase of Strategic management</td></tr> </table> 8)	2) Strategy is not a part of business planning	3) BCG matrix was created by CK Prahalad	4) Vodafone-Idea is a Joint Venture	5) Strategic Execution is not essential for the organization	6) Sunder Pitchai is the CEO of Nokia	7) Strategic formulation is the last phase of Strategic management	2*6 =12	1
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7) Strategic formulation is the last phase of Strategic management									
8	Explain the importance of Strategy for an Organization	2	4						
9	Explain why “ability” of the organization is crucial for strategic execution	2	4						
10	Explain Merger and Acquisition with example	2	1,2						

**Section B**

1. Each question will carry 5 marks (attempt any 4)  
2. Instruction: Write short/brief notes

1	What is Porters generic framework strategy	5	3
2	Explain Porter’s Five Forces. Apply it to the market of your choice	5	2
3	Explain the impact of culture in an organization	5	2

4	Explain the importance of technology in an organization	5	2
5	Explain why the purpose of the organization matters. Explain with example	5	2 3
Section C			
Attempt any three questions (long answer)			
1	Explain internal analysis with respect to organization. How its impacts in understanding the Organization's strength	10	3 2
2	Interpret the meaning of vision statement and mission statement how both are critical pillar for an organization	10	3,2
3	Explain the relationship between types of strategies. Also explain the function of each strategy and the stakeholders involved in each type of Strategy.	10	3,2
4	Why Strategic execution is the most challenging phase of Strategic Management. Explain with Example	10	3,2
Section D (Long Answer) (q1 is compulsory, choose between q2 and q3)			
1)	Imagine you are new CEO of Air India (Acquired by Tata) , create a 3 year plan for Air India to become Market leader in the Aviation Industry in India	15	
2)	You are a CEO of XYZ Airlines and morning 9 am you have got a news that oil prices have gone down to zero.what will be the action plan you will take as a CEO.	15	
3)	<p style="text-align: center;"><b>You need to choose either 2 or 3.</b></p> <p>In a Market there are 5 (A,B,C,D,E)players with market share 20 percent , 30 percent , 10 percent , 20 percent ,20 percent . Kindly calculate the HHI index. Regulator got a news that some of these companies are going to merge in the market. They want to evaluate which merger is good for the Market.</p> <p>A merges with B B Merging with E C merging with A</p>	15	

	A merging with B and C		
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**ANSWERS**