



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: Business Policy & Strategy**

**Program: BBA (Logistics Management)**

**Course Code: STGM 3002**

**Semester: IV**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
1	Provide the full form of PESTLE.		CO2
2	Write two importance of 'corporate strategy'.		CO1
3	Provide two elements of a good vision statement.		CO2
4	What is 'flywheel effect'? Define.		CO2
5	Define 'strategic alliance'.		CO1
6	List the four types of competitive advantage.		CO3
7	Provide two methods of 'downsizing'.		CO2
8	What do the two axis of GE matrix measure?		CO1
9	Mention two unique features of PMS at Apple Inc.		CO4
10	Write two advantages of diversification strategy.		CO2

**SECTION B**  
**4Qx5M= 20 Marks**

11	Share the steps of Resource Based View analysis.		CO3
12	Provide and outline of types of Corporate Strategy.		CO2
13	What differentiates mergers from acquisitions? List five points.		CO4
14	Explain joint venture with an Indian example.		CO1

**SECTION-C**  
**3Qx10M=30 Marks**

15	Explain the relevance of BGC matrix to any recent e-commerce platform in India.		CO2
16	What do you understand by TQM? Explain with examples. <b>OR</b> What do you understand by MBO? Explain with examples.		CO4
17	Provide an overview of technological initiatives between India and other major economies.		CO1

**SECTION-D**

**2Qx15M= 30 Marks**

**Note: Please refer to the case study for Question 18 and 19.**

<b>18</b>	Apply the Product/ Market expansion grid (Ansoff Matrix) to study the business of mjunction. <b>OR</b> Use tools of strategic implementation to functional areas of mjunction.		CO1
<b>19</b>	Write a comprehensive note on strategic planning process of mjunction.		CO2