



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – 2019

Roll No. in Fig. ....

Roll No. in Words. ....

Paper: Strategic Management

Course Code: COMM-413 Part – I (Compulsory)

Time: 15 Min. Marks: 10

**ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.**

**Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

Signature of Supdt.: .....

**Q.1. Encircle the correct option.**

**(10x1=10)**

1. Short term milestones that firms must achieve to reach long term objectives.
  - a. Annual objectives
  - b. Policies
  - c. Strategy
  - d. Goal
2. What is the recommended length of an effective mission statement?
  - a. There is no recommendation. It can be as long as the management wants.
  - b. One sentence of 10 to 20 words
  - c. One page
  - d. Less than 250 words
3. "Max Rent-a-Car" is opening car rental shops in Wal-Mart stores, is an example of which type of strategy?
  - a. Backward Integration
  - b. Forward Integration
  - c. Related Diversification
  - d. Unrelated Diversification
4. Most practitioners and academicians of strategic management feel that an effective mission statement exhibits \_\_\_\_\_ characteristics or components:
  - a. Twelve
  - b. Three
  - c. Five
  - d. Nine
5. BCG matrix is used in matching stage of strategy formulation framework. It plots the business units along which of the following dimensions?
  - a. Market share and industry strength
  - b. Market share and market growth rate
  - c. Market growth rate and competitive position
  - d. Market growth rate and environment stability
6. \_\_\_\_\_ are defensive tactics directed at reducing internal weakness and avoiding external threats:
  - a. SW Strategies
  - b. WO Strategies
  - c. WT Strategies
  - d. ST Strategies
7. Various job titles of a strategist may include all of the following EXCEPT:
  - a. Owner
  - b. Foreman
  - c. Chancellor
  - d. Chief executive officer

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8. Which stage in the strategy-formulation framework focuses on generating feasible alternative strategies?
- a. The input stage
  - b. The output stage
  - c. The matching stage
  - d. The decision stage
9. CQA stands for.
- a. Critical Question Analysis
  - b. Critical Quality Assurance
  - c. Cost Quality Analysis
  - d. None of these
10. The three characteristics of a mission statement are a declaration of attitude, a declaration of social policy and
- a. HR policy
  - b. Customer orientation
  - c. Social welfare policy
  - d. Economic policy



**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q. 2 Give Short answers of the following questions:**

**(10×2=20)**

1. What are Long term objectives?
2. What is Strategy?
3. What is Micro Environment?
4. What is Bargaining power of suppliers?
5. What are the Dimensions of Grand Strategy Matrix?
6. Define Takeover.
7. Explain the concept of Competitive Advantage.
8. What is Strategy Formulation?
9. What is Strategic management case analysis?
10. What is Policy?

**Q.3 What is Competitive Intelligence? What are the sources of competitive intelligence?**

**(10)**

**Q.4 What are the different types of STRATEGIES?**

**(10)**

**Q.5 Write a detail note on the following:**

**(5+5)**

- i. Value Chain Analysis
- ii. Benchmarking