



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – Spring 2022

Roll No.

Paper: Strategic Management

Course Code: COMM-413

Time: 3 Hrs. Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Write short notes on the following.

(6x5=30)

- A) Strategies
- B) List down 5 benefits of having clear Mission and Vision
- C) Michael Porter's Five Generic Strategies
- D) Forward Integration
- E) Benefits of a Diverse Workforce
- F) Divestiture

Write detailed answers to the following questions.

(3x10=30)

- Q # 2** Define strategic management. Discuss the benefits of good strategic management.
- Q # 3** Discuss the Boston Consulting Groups (BCG) Matrix
- Q # 4** Explain why strategy evaluation is complex, sensitive, and yet essential for organizational success.