UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – Spring 2023

Roll No.
Time: 3 Hrs. Marks: 60

Paper: Strategic Management Course Code: COMM-413

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

- (6x5=30)Q.1. Write short notes on the following. 1 Mission statement components 2 The industrial organization View .3 Motivating 4 First mover advantages The Boston Consulting Group (BCG) Matrix 5 6 Adapting to change Answer the following questions. (3x10=30)Q # 2 Discuss how clear vision and mission statements can benefit other strategic-management
- Q # 2 Discuss how clear vision and mission statements can benefit other strategic-management activities.
- Q # 3 Explain why strategy evaluation is complex, sensitive, and yet essential for organizational success.
- Q # 4 Describe the benefits of good strategic management.