

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2024

B.Tech-VI Semester (CSE/IT/ECE/CE/BT/BI)

COURSE CODE (CREDITS):03 18BS1WHS640

MAX. MARKS: 25

COURSE NAME: Strategic Management

COURSE INSTRUCTORS: Dr Tanu Sharma

MAX. TIME: 1 Hour 30 Minutes

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	Porter's five forces framework is often criticized for being too static and incapable of dealing with the dynamics of industry. By explaining the model state how justified are these criticisms?	CO-1	6
Q2	A key reading to understand value chain analysis is the work of Michael Porter. Explaining the Value Chain analysis, discuss its only of benefit to an organization if all its activities can be clearly defined.	CO-2	6
Q3	The <i>resource-based view of strategy</i> emphasises the internal capabilities of the organization in formulating strategy to achieve a sustainable competitive advantage in its markets and industries. But still RBV is criticised. Explain why?	CO-3	6
Q4	There are three major business level strategies, overall cost leadership, differentiation strategy and focus strategy. Discussing all three strategies by citing suitable examples explain how does a situation arise when the organizations find themselves "stuck in the middle	CO-3	7