

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

B. Tech TEST -3 EXAMINATION

COURSE CODE (CREDITS):18B1WHS640 (3)

MAX. MARKS: 35

COURSE NAME: Strategic Management

COURSE INSTRUCTORS: TNS

MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable assumptions wherever required.

Q.No	Question	CO	Marks
Q1	Growth Strategy is intended to win a large market share. There are four strategies which a company adopts. Explain these strategies and cite examples.	CO3	8
Q2.	The BCG Matrix consists of the Stars, Cows, Question marks and Dogs. Elucidate each of them with the help of an example.	CO3	8
Q3	Globalization refers to the linkages between markets that exist across national borders. What are the major international strategies a company can adopt to globalize its products or services?	CO2	6
Q4	What do you understand by Network Structure and Matrix structure? According to you which structure is a better structure and why?	CO4	6
Q5.	Leadership is concerned with creating a shared vision of where the organization is trying to get to, and formulating strategies to bring about the changes needed to achieve this vision. Evaluate the statement	CO4	7