

Internal Assessment Test – I

Sub:	Strategic Management	Code:	18MBA2 5
Date:	29-03-2019	Duration:	90 mins
		Max Marks:	50
		Sem:	I
		Branch:	MBA Sec A&B

		OBE	
		CO	RBT
Part A - Answer Any Two Full Questions (15*02=30 Marks)			
1	(a) Describe the origin of the term “Strategy” giving its meaning.	[02]	L1
	(b) Discuss any 5 characteristics of Strategic Management.	[05]	L2
	(c) Explain the 4 basic elements of Strategic Management processes.	[08]	L4
2	(a) Select a business of your choice and write a mission statement for it highlighting the 3 essential components of a mission statement.	[02]	L4
	(b) Classify the three levels of Strategy Planning using (i) a neat diagram and (ii) brief explanation to each level with an example.	[05]	L4
	(c) Apply Balanced Scorecard to an e-commerce company and explain the different perspectives using the template.	[08]	L1,L3
3	(a) As a student on a business studies course, you have decided to get some practical experience of the business world by running a small venture with a number of colleagues which you hope will also earn you enough income to support you during your time at college or university. Your idea involves printing and selling customized T-shirts throughout the institution and possibly to a wider market. Define your Customer Segment.	[02]	L1
	(b) Explain the elements of relevant Strategy applicable in this T Shirt Business	[05]	L4
	(c) Describe the relationship between the Business Model and the Strategy as applicable.	[08]	L2
Part B - Compulsory (01*20=20 marks)			
4.	Mission Statement Critiqued The numbers in parentheses correspond to the nine mission statement components. Pepsico We aspire to make PepsiCo the world’s (3) premier consumer products company, focused on convenient foods and beverages (2). We seek to produce healthy financial rewards for investors (5) as we provide opportunities for growth and enrichment to our employees (9), our business partners and the communities (8) in which we operate. And in everything we do, we strive to act with honesty, openness, fairness and integrity (6). (Author comment: Statement lacks three components: Customers (1), Technology (4), and Distinctive Competence (7));		
	a. What is your opinion on Mission Statement of Pepsico.	[05]	L1
	b. Analyze Authors comments on Pepsico’s Mission Statement.	[05]	L4
	c. Discuss about Customers, Technology and Distinctive Competence of Pepsico’s Mission Statement.	[10]	L2

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	Develop an ability to assess the impact of the environment on marketing function.	1a 1b 1c 3b 4a			3a 3c	4b 4c
CO2:	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.		2a		2c	2b
CO3:	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.					
CO4:	Build marketing strategies based on product, price, place and promotion objectives.					
CO5:	Synthesize ideas into a viable marketing plan.					

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	Summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 – Theoretical Knowledge; PO2 – Effective Communication Skills; PO3 – Leadership Qualities; PO4 – Sustained Research Orientation; PO5 – Self-Sustaining Entrepreneurship

