

Internal Assessment Test - I

Sub: **Strategic Management**

Code: **20MBA25**

Date: **29-08-2022**

Duration: 90 mins

Max Marks: 50

Sem: I

Branch: MBA

OBE

Marks CO RBT

<b>Part A -Answer Any Two Full Questions (20*02=40 Marks)</b>			
1 (a)	What do you understand low –cost leadership?	[03]	CO3 L1
(b)	Explain the Broad differentiation strategy with suitable example. When it works best for the company.	[07]	CO3 L2
(c)	Explain Porter’s Generic Strategies with relevant examples for each strategy.	[10]	CO3 L2
2 (a)	State the difference between strategic vision & mission	[03]	CO3 L1
(b)	What is SWOT analysis? how does it helps in strategy formulation	[07]	CO3 L2
(c)	Explain balance score card & its various benefits for organization.	[10]	CO3 L2
3 (a)	What do you understand by differentiation strategy?	[03]	CO4 L1
(b)	Explain the benchmarking tools & its role in strategic management.	[07]	CO3 L2
(c)	Analyze the concept of Value chain with the help of a figure and suitable example.	[10]	CO4 L4
<b>Part B - Compulsory (01*10=10marks)</b>			
4	<p><b>TATA NANO</b> Tata motors have been eyeing the Indian passenger market for a long time. During earlier times, their brands such as Tata Sumo were well received; the company had a very low share in the Indian passenger car market due to stiff competition from Maruti . Tata motors came up with Tata Indica , which mirrored Maruti’s products and challenged Maruti’s dominance in small car market . Inspired by the success of Indica Tata launched the Tata Nano . Critics were of the view it could not be possible due to the low cost of the car. Tata Nano’s modular design is one of the most innovative aspects, it can be shipped separately and assembled in any region. 3 However the fanfare with which Nano was launched did not show much result, the car was not well accepted by the masses despite the low prices, it started selling in discounts like any other car in the Indian market. Tata’s as a company are concerned about the same and are still trying to rework out strategies for revival of the market share and to fit into the vision of the com pany.</p> <p>(a) What was the type of strategy Tata’s adopted during the launch of Nano.</p> <p>(b) Outline by using a SWOT analysis the failure of the car in the Indian markets.</p>	[10]	CO3 L4

Course Outcomes		Bloom 's Level	PO1	PO2	PO3	PO4	PO5
CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.	L1	0	0	0	0	0
CO2	Student to acquire an understanding of how firms successfully institutionalize a strategy and	L2	0	0	0	0	4

	create an organizational structure for domestic and overseas operations and gain competitive advantage.						
CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.	L2	1a,1b,1c,2a,2b,2c,3b,	0	0	0	0
CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.	L3	3a,3c	0	0	4	0
CO5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.	L3	0	0	0	0	0

Cognitive level		KEYWORDS
L1		list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2		describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3		calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4		classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5		grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6		design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

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

CI

CCI

HOD