



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Dec 2017

Post Graduate Diploma in Materials Management

Graduate Diploma in Materials Management

Paper 9  
STRATEGIC MANAGEMENT

Date : 13.12.2017

Max. Marks :100

Time : 10.00a.m. to 1.00 p.m.

Duration : 3 Hrs.

Instructions:

1. Part A – Contains 4 main questions which are compulsory. Each question carries **8 marks**.
2. Part B – Answer any 3 questions out of 5 questions. Each question carries **16 marks**.
3. Part C is compulsory and it is a case study carrying **20 marks**.

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**PART – A (compulsory)**

**(32 x1 = 32 marks)**

**Q1) Give the expansion of**

- a. SEA
- b. MBO
- c. EOQ
- d. FII
- e. ROI
- f. EBDT
- g. PSU
- h. SEZ

**Q.2) Fill in the blanks:**

- 1) Strategy is developed by \_\_\_\_\_ management.
- 2) Religion is a part of \_\_\_\_\_ environment. .
- 3) \_\_\_\_\_ integration refers to acquiring the supply firm.
- 4) ASEAN is an example of \_\_\_\_\_.
- 5) Regression analysis helps in \_\_\_\_\_.
- 6) \_\_\_\_\_ refers to projecting the future.
- 7) \_\_\_\_\_ strategy enables a sick firm to recover.
- 8) \_\_\_\_\_ strategy provides a choice of narrow competitive scope.

**Q3) Write True or False**

- 1) Tactics is long term, strategy is short term.
- 2) Government policy is a part of external environment.
- 3) Fiscal policies are formulated by the central bank.
- 4) Spin off is the same as disinvestment.
- 5) In a bullish market, prices are expected to fall.
- 6) ERP is mainly used in manufacturing industries.
- 7) Weakness is the absence of strength.
- 8) Control is the other side of Planning.

**Q4) Match the following**

Column A	Column B
1) Taylor	a) Expectancy theory
2) Mc Gregor	b) Organizational Values
3) Vroom	c) Administration
4) Tactics	d) Warfare
5) Mission	e) Action
6) Fayol	f) Father of Management
7) Peter Drecker	g) Leadership theory
8) Strategy	h) Shop floor management

**PART – B**  
**(Answer Any Three)**

**3 x16= 48 Marks**

**Q5)** Explain the dimensions of Strategic decisions.

**Q6)** Explain risk aversion and risk prone managers.

**Q7)** Discuss the Five Forces model.

**Q8)** Explain the reasons for divestment.

**Q9)** What is strategic drift.

**PART - C [ Compulsory ]**

**20 - Marks**

**Q10) Case Study**

Take any consumer product company-like ITC, HUL, Patanjali etc and describe and analyze their strategies for increase in market share.

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