



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Supply Chain Management & Logistics

Post Graduate Diploma in Materials Management -2 years

July 2019

PAPER No. 10

Strategic Management

Date : 23.07.2019

Max. Marks : 100

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

Duration : 3 Hrs.

Instructions:

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark.
2. From Part B – Answer any 3 questions out of 5 questions. Each question carries 20 marks.
3. Part C - Case study - Compulsory

Total: 20 Marks

Total : 60 Marks

Total 20 marks

PART – A (compulsory)

(20 x1 = 20 marks)

Q1) Give the expansion of

[5 marks]

- a. ETOP b.VUCA c. SWOT d. SBU e.MBO

Q.2) Fill in the blanks:

[5 marks]

- 1) Strategy _____ translates the knowledge of strategy formulation into operational practice.
- 2) _____ strategy is adopted by an enterprise when it continues with current operations and position.
- 3) _____ help in pursuing the vision and mission.
- 4) Organization resources are of two types _____ and _____.
- 5) _____ strategy is followed as last resort.

Q3) Write True or False

[5 marks]

- 1) Migration is a demographic factor.
- 2) Parta system is designed to find out the time to finish the project.
- 3) Corporate governance was introduced in India by C.I.I
- 4) Productivity refers to activity of production.
- 5) Diversification strategy is good for expansion of organization

Q4) Match the following

[5 marks]

Column A

Column B

1) Five forces model	a) Evaluation technique
2) Vertical integration.	b) Non-permanent basis
3) Just in time manufacturing	c) Expansion strategy
4) Project structure	d) Japanese concept..
5) Balanced score card	e) Porter.

PART – B
(Answer Any Three)

3 x20= 60 Marks

Q5) How political and social environment affects strategy of a organization? How will you minimize effects?

Q6) Which is the best way for expansion of a FMCG company out of various choices like integration, diversification etc? Explain.

Q7) Write short notes on any four: **[4 x5 = 20 marks]**

- 1) Critical success factors,
- 2) Vision and Mission statements,
- 3) Core competency,
- 4) GAP analysis,
- 5) Functional structure of organization,
- 6) TQWS matrix.

Q8) What are the three approaches to strategic decision making? Which is the best in your opinion? Explain.

Q9) Give your views on effectiveness of corporate governance in progress of the company..

PART - C [Compulsory]

20 - Marks

Q10) Case Study

If your organization is a profitable chemical process industry, How will you analyse internal and external environment as on today and devise your strategic intent? What will be your growth strategy?
