



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## Post Graduate Diploma in Materials Management

June 2011

## Graduate Diploma in Materials Management

### Paper 9 Strategic Management

Date : 15.06.2011  
Time : 10.00a.m. to 1.00 p.m.

Max. Marks :100  
Duration : 3 Hrs.

#### Instructions:

1. Part A contains 4 main questions (with 8 sub questions) Each question carries 1 mark.
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.

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### Part A

Q : 1 State True or False : 8 marks

- a) Level II is the relational short-range planning system.
- b) A vision statement usually describes what the company wishes to become in the future.
- c) The concept of vision is dynamic & not a static one.
- d) Strategy implementation is the final stage in strategic management.
- e) Strategic management basically aims at formulating & implementing effective strategies.
- f) Strategic decisions are the essence of strategic management.
- g) Weaknesses of the organization are helpful to achieving the objective.
- h) A single product strategy is always a risky one.

Q : 2 Explain SWOT analysis. 8 marks

Q : 3 – Write briefly on following (any four) 8 marks

- a) Role of objectives
- b) Components of a mission statement
- c) Strategic environmental assessment
- d) Diversification strategy
- e) Types of Benchmarking
- f) Balance score card

Q : 4 Expand the following terms :

8 marks

- a) SBU
- b) SEC
- c) BIFR
- d) EAT
- e) EBT
- f) SEBI
- g) MRTP
- h) VCA

Part : B

Solve any 3 questions. Each question carries 16 marks.

- Q-5 Explain Evaluation Techniques for operational control.
- Q-6 What are various steps in strategic management process?
- Q-7 Define the term strategy. Discuss Strategy versus tactics.
- Q-8 What are the elements of strategy?
- Q-9 Explain Mckinney's 7 "S" frame works.

Part C - Compulsory **Total 20 marks**

Q : 10 You are assigned a job of Public Relation Officer in an Indian Navratna Company which is engaged in manufacturing of fertilizers & chemicals. Based on your responsibilities and accountabilities, please analyze the following questions and answer appropriately.

- (a) How can you define mission with respect to your organization's working?
- (b) How do you will formulate mission?
- (c) How do you co-ordinate mission with customer orientation?
- (d) How does mission will help your firm?
- (e) Which components will be necessary for you to be a part of mission statement?

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