

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

MAKE UP EXAMINATION- 2018

B.Tech VII Semester

COURSE CODE: 11B1WPD832

MAX. MARKS: 25

COURSE NAME: STRATEGIC MANAGEMENT

COURSE CREDITS: 03

MAX. TIME: 1 HR 30 MIN

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

1. What is the importance of strategy to the individuals within the organization?
2. Explain the technique of scenario planning with an example.
3. How does strategic group analysis help understand the competitive environment?
4. Does the stakeholder approach to assessing organizational performance really lead to better results for the organization? Why/ why not?
5. Write short notes on :
 - a) Learning school of strategic management
 - b) Core competence