

**JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT**

**T1 EXAMINATION, SEMESTER VIII**

**March, 2018**

**COURSE NAME: Strategic Management**

**MAX. Marks: 15**

**COURSE CODE: 11B1WPD832**

**Max. TIME: 1 Hr.**

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*All questions are of equal marks.*

Q1. How is strategic management in an existing organization different from strategic decisions in setting up an organization? Explain in detail.

Q2. How is scenario planning a better tool for analyzing the environment as compared to other traditional methods?

Q3. Explain the Porter's model of industry analysis with reference to an industry of your choice.