

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- FEB-2023

COURSE CODE(CREDITS): 18B1WHS640 (3)

MAX. MARKS: 15

COURSE NAME: STRATEGIC MANAGEMENT

COURSE INSTRUCTORS: DR TANU SHARMA

MAX. TIME: 1 Hour

---

*Note: All questions are compulsory. Marks are indicated against each question in square brackets. Answer the questions in sequence.*

---

Q1. Vision and mission statements are a passing fad with no real links with an organization's strategy. Discuss. [3] (CO1)

Q2. What can organizations do to avoid succumbing to the Icarus Paradox? [3] (CO2)

Q3. How does scenario planning help an organization to deal with uncertainty in its competitive environment? [4] (CO1)

Q4. According to you what PEST factors are driving the mobile phone industry? [5] (CO2)