

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2023

B.Tech-IV/VI/VIII Semester (CSE/IT/ECE/CE)

COURSE CODE (CREDITS):18BIWHS640(3)

MAX. MARKS: 35

COURSE NAME: STRATEGIC MANAGEMENT

COURSE INSTRUCTORS: DR.T.SHARMA

MAX. TIME: 2 Hours

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

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- Q1. Narcissistic leaders exhibit the characteristics of arrogance dominance and hostility. In today's turbulent competitive environment do you think that only those organizations will survive who employ Narcissistic leaders? Discuss. (5 marks)[CO2]
- Q2. Why should an organization change more than just its organizational structure if it seeks to cope with complexity? (4marks)[CO3]
- Q3. In seeking to "go global" what are the key factors that organizations need to consider? (4marks)[CO3]
- Q4. An organization's portfolio of business comprises some stars, cows dogs and question marks. Explaining the BCG Matrix, discuss If the organizations portfolio consists of some dogs .what are the options open to it according to this matrix? State circumstances in which an organization might be prepared to tolerate dog businesses. (4+2+2 marks)[CO5]
- Q5. There are four type of International strategies: Multidomestic , Global, International and Transnational. Discuss each with the help of suitable examples. (8marks)[CO3]
- Q6. We have seen that in pursuing a strategy of growth the organization is faced with either concentrating upon its existing industry or diversifying into new industries.Discus these different corporate strategies which can be implemented for the growth of the organization (6marks)[CO2]