

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May2020**

<b>Course: Business Strategy &amp; Analytics</b>	<b>Semester: VIII</b>
<b>Program: B.Tech CSE (BAO)</b>	<b>Time : 03 hrs.</b>
<b>Course Code: CSIB483</b>	<b>Max. Marks: 100</b>

**Instructions: All questions are compulsory**

**SECTION A**

S. No.		Marks	CO
Q 1	An organization's general expression of its overall purpose is known as its: a. objective b. vision c. goal d. mission	5	CO1
Q 2	Value creation is the foundation of blue ocean strategy. a. True b. False	5	CO1
Q 3	Research about Market is conducted by a. By employees b. By Consumer c. By customer d. None of the above	5	CO2
Q 4	The difference between annual and long-range plans versus a strategic plan is that the annual and long-range plans deal with the company's current businesses and how to keep them going, while the strategic plan deals with: a. functional activities. b. global activities. c. tactical decisions. d. adapting the firm to take advantage of opportunities in its constantly changing environment	5	CO2
Q 5	When we under-perform on our Productivity KPI, which other KPIs do we fall short on? a. On Time to Promise b. On Time To Promise, First Pass Yield and Manufacturing Lead Time c. Manufacturing Lead Time and On Time to Promise d. Manufacturing Lead Time and First Pass Yield	5	CO3
Q 6	According to Kaplan and Norton, what should be the main perspective of the balance Scorecard? a. Financial b. Customer c. Learning and Growth	5	CO4

	d. None of the above		
<b>SECTION B</b>			
Q 7	Explain various levels in Strategic management and also list out the benefits of Strategic management.	<b>10</b>	<b>CO1</b>
Q 8	Discuss the various Categories and types of dashboard.	<b>10</b>	<b>CO4</b>
Q 9	Define strategic objectives. Differentiate between good and bad objective setting.	<b>10</b>	<b>CO2</b>
Q 10	How the Balanced Scorecard has developed from a performance measurement system to an interactive management system?	<b>10</b>	<b>CO4</b>
Q 11	Dramatize, how you will report the present status of a KPI to senior management. <b>OR</b> Illustrate the impact of KPI on business organization.	<b>10</b>	<b>CO3</b>
<b>SECTION-C</b>			
Q 12	Explain the various ways of selecting measures. Justify why the performance measures are needed and what they do?	<b>20</b>	<b>CO3</b>