

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – December 2020

Program: BBA Ebusiness
Subject/Course: Business Policy and Strategy
Course Code: STGM3003

Semester: 5th
Max. Marks: 100
Duration: 3 Hours

SECTION A

1. Each question carries 5 marks

Q.No		Marks	COs
	Section A		
1	<ul style="list-style-type: none">In 2017 who was the chairman of Nissan-Renault Alliance.Jaadhu Holdings LLC is a part of which companyName the parent company of Google.What is Strategy	5	1
2	True or False 1) Strategy is not a part of Business planning 2) BCG matrix was created by CK Prahalad 3) Vodafone-Idea is a Joint Venture 4) Strategic Execution is not important for the organization 5) Nikesh Arora is the CEO of Palo Alto Networks	5	1
3	Explain important of Strategy for an Organization	5	4
4	Explain Difference between horizontal and vertical integration	5	4
5	Explain 5 important factors for better strategy execution	5	1,2
6	What do you mean by Resource Based View of the firm	5	1,2

Section B

1. Each question will carry 10 marks
2. Instruction: Write short/brief notes

1	What is Strategic Formulation. Explain with example	10	3
2	Explain Porter's Five Forces . Apply it to market of your choice	10	2
3	What is Strategic Execution . Explain with case example	10	2
4	Explain the importance of culture in an organization.	10	2

5	Structure follows strategy . explain with example	10	2 3
Section C			
1) Short Case Study			
1	1) A company wants to invest 3 billion dollar in E commerce market in India.The company main head quarter is in USA.They have e commerce business in USA,Europe and middle east. They have hired you as a consultant to suggest whether India is a good e commerce investment for them. Kindly create a detail analysis for them.	20	3 2

ANSWERS