

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – May 2021

Program: BCom (Hons)/Taxation
Subject/Course: Business Policy and Strategy
Course Code: STGM3002

Semester: 6th
Max. Marks: 100
Duration: 3 Hours

SECTION A

1. Each question carries 5 marks

Q.No		Marks	COs
	Section A		
1	• 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 essential for the organization 5) Sunder Pitchai is the CEO of Nokia	5	1
3	Explain the importance of Strategy for an Organization	5	4
4	Explain why “ability” of the organization is crucial for strategic execution	5	4
5	Explain Merger and Acquisition with example	5	1,2
6	Explain corporate strategy and business strategy with example	5	1,2

Section B

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

1	What is Porters generic framework strategy	10	3
2	Explain Porter’s Five Forces. Apply it to the market of your choice	10	2
3	Explain the impact of culture in an organization	10	2
4	Explain the importance of technology in an organization	10	2

5	Explain why the purpose of the organization matters. Explain with example	10	2 3
Section C			
1) Short Case Study			
1	<p>With much hype the google glass was launched in the market in 2013-14, it had all the features like phone, camera, all app connectivity, and still, it failed in the market.</p> <p>1) What are the reasons for the failure of google glass 2) What Google could have done to improve google glass before launching in the market.</p>	20	3 2

ANSWERS