

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2021**

**Course: Business Strategy & Analytics**

**Semester: VIII**

**Program: B.Tech CS-BAO**

**Course Code: CSBA 4004**

**Time 03 hrs.**

**Max. Marks: 100**

**SECTION A**

**1. Each Question will carry 5 Marks**

**2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.		Marks	CO
Q 1	Strategic management is mainly the responsibility of a) Lower management b) Middle management c) Top management d) All of the above	5	CO1
Q.2	Which of the following is not a strength of an organization in SWOT analysis a) Quality processes and procedures b) Undifferentiated products c) Innovative product or services d) Specialist marketing expertise	5	CO2
Q.3	_____ is the foundation of blue ocean strategy. a) Value creation b) Value innovation c) value cost trade-off d) Innovation	5	CO3
Q.4	According to Greenley, strategic management offers all of these benefits except that a) it provides an objective view of management problems. b) it creates a framework for internal communication among personnel. c) it encourages a favorable attitude toward change. d) it maximizes the effects of adverse conditions and changes. e) it gives a degree of discipline and formality to the management of a business.	5	CO4
Q.5	Strategic management is a) A pure science. b) Based mainly on intuition. c) Needed mainly when organizational performance falls. d) Based on the use of quantitative and qualitative information.	5	CO1

Q.6	Companies will need to develop measurement mixes to reflect their critical success factor listing. The mix will consider: a) Environment b) Strategy c) Business type d) All of the above	5	CO5
<b>SECTION B</b>			
<b>1. Each question will carry 10 marks</b> <b>2. Instruction: Write short / brief notes</b>			
Q.1	Explain the following: a) Intensive Strategies b) Diversification Strategies c) Defensive Strategies d) Pre-emptive Strategies e) Porter's Strategies	10	CO2
Q.2	Briefly explain the grand strategies that are used by the organizations and also explain the types of grand strategy alternatives.	10	CO3
Q.3	How and when SWOT Analysis is performed? Explain the Steps For Conducting A SWOT Analysis.	10	CO4
Q.4	What are the Characteristics Of A Well-designed Dashboard? Also explain the Key Goals In "The Visual Design Process".	10	CO1
Q.5	Explain the "BCG matrix". State the logic of BCG matrix? What are the limitations and weaknesses of this model?  Or  Give your views on- Impact of KPI and assigning KPI To A More Senior Owner For Cross-functional Purpose.	10	CO5
<b>SECTION-C</b>			
<b>1. Each Question carries 20 Marks.</b> <b>2. Instruction: Write long answer.</b>			
Q.1	How Business Strategies are helping the healthcare industry? Do you think COVID 19 has disrupted business analytics? If yes, explain.  Or  Firm operation performance analysis using data envelopment analysis and balanced scorecard. Justify the statement.	20	CO5  CO1