

Name:

Enrolment No:



**School of Business**

**UPES**

**End Semester Examination December 2023**

**Program: MBA S&C KPMG**  
**Subject/Course: Strategic Thinking**  
**Course Code: STGM8020**

**Semester: 3<sup>th</sup>**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**SECTION A**  
**10Qx2M=20Marks**

<b>Q.No</b>		<b>Marks</b>	<b>Cos</b>
Q1	In what ways can a company effectively balance short-term goals with long-term strategic planning?	2	<b>CO1</b>
Q2	How does corporate social responsibility (CSR) integrate into an organization's overall strategic plan?	2	<b>CO2</b>
Q3	How can we ensure that our strategy is adaptable to changing market conditions and customer preferences?	2	<b>CO2</b>
Q4	How can we build and maintain strategic partnerships and alliances with other organizations to mutual benefit?	2	<b>CO1</b>
Q5	What key performance indicators (KPIs) should we track to assess the effectiveness of our strategic initiatives?	2	<b>CO2</b>
Q6	What are the potential risks and opportunities associated with entering a new market or expanding our product/service offerings?	2	<b>CO2</b>
Q7	How can we effectively manage and allocate our resources to maximize our return on investment?	2	<b>CO1</b>
Q8	What are the key components of a successful strategic thinking process?	2	<b>CO1</b>
Q9	What role does technology play in our strategic thinking process?	2	<b>CO1</b>

Q10	How can a company foster a culture of innovation to maintain its strategic edge in the market?	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q11	Discuss the significance of risk management and mitigation in the context of strategic decision-making.	5	CO2
Q12	How do international factors influence an organization's strategic decisions and planning?	5	CO3
Q13	In what ways can a company effectively balance short-term goals with long-term strategic planning?	5	CO3
Q14	What are the primary challenges organizations face in implementing their strategic plans, and how can they be mitigated?	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q15	If you had access to a crystal ball that could predict the future of your industry, what specific insights or trends would you want to see?	10	CO3
Q16	Change is the only Constant – Explain how?	10	CO4
Q17	If you had to manage a team of employees from different time periods in history, how would you handle their diverse skills and perspectives?	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q18	Identify and elaborate on the essential elements of strategic thinking in the context of management. Discuss how each element contributes to the formulation and execution of effective organizational strategies?	15	CO4
Q19	Provide real-world examples of companies that have demonstrated strong strategic thinking by incorporating these elements into their decision-making processes. Lastly, explain the role of leadership in fostering a strategic thinking culture within an organization and its impact on long-term success?	15	CO4