

CONCURRENT EVALUATION**III SEM / STRATEGIC MANAGEMENT (301)****Faculty Name: Prof. Ujjval More****Important Instructions:**

1. The subject is evaluated on the basis of **three** components

Component Number	Component	Marks	Submission Date
1	Written Home Assignment	50	12 March 2022
2	Scrap Book	50	19 March 2022
3	Exam	50	

2. Assignments to be submitted in person.
3. Student Name, contact number, email-id, Specialization, Component must be clearly mentioned

COMPONENT 1: Written Home Assignment

Q. 1) Elaborate Michael Porter's Five Forces Model of competition. State how these 5 forces influence external environment. Explain with Indian Paint industry.

10 Marks

Q. 2) Illustrate a framework that allows companies to assess their Competitive advantages Discuss VRIO Framework for Google

10 Marks

Q. 3) Why do firms enter into mergers? Under what conditions mergers prove to be useful.? Discuss merger between Vodafone and Idea.

10 Marks

Q. 4) What is organisation Structure. Why it is important? Explain the organisation structure of Bajaj group.

10 Marks

Q. 5) Explain the characteristics and principles of Blue Ocean and Red Ocean strategies in detail. Discuss Blue Ocean strategy adopted by Reliance Jio.

10 Marks

COMPONENT 2: Scrap Book

You can use pictures, diagram, paper cutting, hand written notes etc. for making scrap book.

Make a scrap book on

1. Strategic Management Process (Explanation with an example)
2. ETOP (Explanation with an example)
3. KPI and KRA (Explanation with an example)
4. Mc Kinsey's 7s Framework (Explanation with an example)
5. MBO (Explanation with an example)

COMPONENT 3: EXAM

Exam for all units.