

School of Hospitality

Department of Hospitality
Mid Term Examination

Exam Date: 27 Sep 2023
Time : 90 Minutes
Marks : 50

Sem VII - BMMH4026 - Strategic Management

*Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary*

- 1) Summarize the significance of functional strategy in optimizing the performance of various departments within an organization. K2 (2)
- 2) Choose marketing strategies for an FMCG company. K1 (3)
- 3) Compare the vision and mission statements with examples. K2 (4)
- 4) Compare stability strategy with growth strategy with appropriate examples. K2 (6)
- 5) Apply competitor analysis techniques to assess the strengths and weaknesses of your main competitors in the market. K3 (6)
- 6) Organize a detailed plan outlining the steps you would take to execute the divestment strategy. K3 (9)
- 7) Analyze the key steps involved in the process of strategy formulation with examples. K4 (8)
- 8) Simplify the role of the corporate parent in overseeing its subsidiary companies. K4 (12)

OR

As a business analyst, examine the GE 9 Cell matrix and analyze how it can be used to evaluate a diversified company's business portfolio. K4 (12)