IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-07th (2015-2017) Second Year

Strategic Management

Term Examination

Time - 3 Hour **MM-70**

Instructions:

Please note that you have to answer all SEVEN questions in all. All questions are of 10 marks each.

1.What is the fundamental concept of Blue Ocean Strategy and how it is different from Red Ocean? Is it applicable to the startups or only to the mature industries, clarify this with the help of an example. (10)

2.As per Jack Welch, what Leadership Qualities and attributes are required for the Strategic Manager? While writing this answer ,pl write his Three famous quotes/phrases/statements which he has used in his book and now they practiced at the industry level. (10)

3..Explain the following terms: (10)

a)SWOT matrix

b)IFE , EFE & IE matrix

c)SPACE matrix

d)BCG matrix.

4.State ***with reasons*** which of the following statement is ***correct/incorrect:*** (10)

i) Strategic planning is an attempt to improve operational efficiency ii)The first step of strategy formulation in strategic management model is to undertake internal analysis.

iii)Balance scorecard is a combination of strategic and marketing objectives.

iv) Divesting major product line or market in an organization can be termed as retrenchment strategy

v) Acquisition is a strategy.

vi)Diversification only involves entering in new businesses that are related to the existing of business of an organization.

vii)Vertical diversification integrates firms forward to backward in the product chain

viii)Concentric diversification amounts to unrelated diversification

ix) Liquidation is the last resort option for a business organization.

x)Retrenchment implies downsizing of business.

5.You have been appointed appointed personal assistant to the CEO of a major Pharmaceutical manufacturing firm who has asked you to explain what is meant by "SCA & differentiation" and why it is important. Write a detailed report addressing these questions. (10)

6. Using Porter's so-called **'Five-Forces Analysis'** discuss the nature of the competitive structure of an pharmaceutical industry. For each of the five forces you should assess its relevance for developing competitive strategy in the pharma industry. (10)

7.What is the relationship between among organization's Mission, Vision, Values, Key performance areas and Strategic objectives? How can healthcare managers more effectively use goals to stimulate higher levels of performance among all personnel. (10)

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