IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-13th (2021-2023)

Second Year, Term 5 End Term Examination, November 2022

PHRM-706 Strategic Management

Time - 3 Hour	**MM-50**

This question paper contains 02 printed pages.

Part A

Q1. Answer all questions in not more than 60 words each. **(5 x 2 = 10)**

(a). Explain VRIO Framework.

(b). What is licensing?

(c). What is Strategy Implementation? Explain common issues in strategy Implementation.

(d). What are the different types of Strategic Control?

(e). What are the barriers in evaluation?

Part B

Answer __any four__ questions of the following in not more than 250 words each. **(4 x 5 = 20)**

Q2. Define Strategic Management. Highlight the importance of Strategic Management for an organization. Also, discuss the elements of Strategic Management Process.

Q3. Discuss Porter's generic competitive strategies with examples.

Q4. Give examples of the opportunities and threats facing pharmaceutical industry in India.

Q5. What are the advantages and disadvantages of being a first mover and a late mover in an industry?

Q6. Explain BCG Matrix.

Part C

Answer __any two__ questions of the following in not more than 700 words each. **(2 x 10 = 20)**

Q7. Illustrate the application of Michael Porter's Five Forces Model to analyze Pharmaceutical Industry in India.

Q8. What do you understand by corporate strategy? Discuss directional strategy in detail.

Q9. Give a detailed account on various human resource activities that contribute to the effective strategy implementation. Also, explain the importance of matching organizational structure with strategy in strategy implementation.