

**School of Pharmaceutical Management****MBA Pharmaceutical Management****Batch-14th (2022-2024)****Second Year, Term 5 End Term Examination, December 2023****PHRM-706 Strategic Management****Time - 3 Hour****Maximum Marks: 50 (Minimum Marks: 20)****Instructions to students:**

- This question paper contains 1 printed page.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A**(Maximum Marks: 5)****Q1. State True / False for the following statements (1 mark each):**

- Globalization has no impact on pharmaceutical commerce and business strategies.
- Environmental scanning involves the identification and understanding of only internal environment variables.
- Corporate strategy encompasses only directional and growth strategies, excluding stability and retrenchment strategies.
- Strategy implementation involves only top-level management, excluding lower-level employees.
- Strategic information systems are irrelevant in the context of evaluation and control in strategic management.

Part B**(Maximum Marks: 15)****Answer the following Questions:**

- Q2.** Summarize Mintzberg's Models of strategic decision making. (5)
- Q3.** Define and discuss Turnaround strategy in corporate strategy. (5)
- Q4.** Discuss Mergers and acquisition. (5)

Part C**(Maximum Marks: 30)****Answer the following questions, in detail:**

- Q5.** The strategic management process encompasses three phases - strategy formulation, implementation, and evaluation and control — Discuss with suitable example. (10)
- Q6.** Conduct a SWOT analysis during situational analysis and discuss its significance. (10)
- Q7.** Discuss any five Functional Strategies in detail. (10)