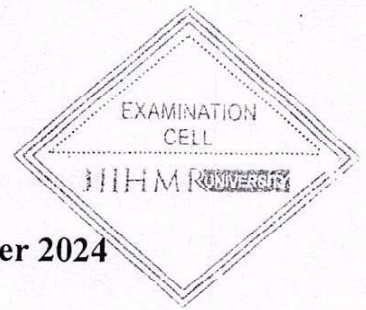


MBA Pharmaceutical Management
Batch-15th (2023-2025)

Second Year, Term 4 End Term Examination, November 2024



PHRM-706 Strategic Management

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. State True or False for the following (1 mark each):

- (a). Creating a learning organization helps enhance adaptability to changing environments.
- (b). Mergers and acquisitions are examples of corporate-level strategies aimed at growth.
- (c). Strategic information systems are essential for gathering and analyzing data to support strategic decision-making.
- (d). Functional strategies align with overall corporate strategy to achieve organizational goals.
- (e). A cooperative strategy is focused on collaboration between firms to achieve mutual benefits.

Part B

(Maximum Marks: 15)

Answer the following questions (5 mark each).

- Q2.** Discuss Portfolio analysis using the BCG Growth-Share Matrix
- Q3.** Discuss Mintzberg's Models of strategic decision-making.
- Q4.** Discuss
 - (a). Policy
 - (b). Goal
 - (c). Corporate Strategy
 - (d). Functional Strategy
 - (e). VRIO Framework

Part C

(Maximum Marks: 30)

Answer the following questions in detail (10 mark each).

- Q5.** Explain the significance of situational analysis in pharmaceutical business strategy formulation. Discuss the tools used in SWOT analysis and the SFAS matrix and how they assist organizations in identifying strategic options.
Provide examples of organizations that have effectively applied these tools.
- Q6.** Discuss various roles and responsibilities of strategic managers in pharmaceutical company.
- Q7.** Define the term "strategy" and explain its significance in the context of pharmaceutical strategic management.
Discuss the strategic management process. How do these components contribute to the overall effectiveness of an organization's strategy?
Provide examples to illustrate your points.

