

## SM \_ LAQs

### SM \_ LAQs \_ Unit I

1. Explain strategic planning. Discuss in detail Strategic Management Process.
2. Evaluate Vision and mission statement of organization and the impact of these on functioning of the organization.

### SM \_ LAQs \_ Unit II

1. Discuss Changing social environment creates new business opportunities. Explain PESTLE analysis for a Retail industry.
2. Evaluate Resource audit. Gaining competitive advantage from the resources. Identify key environmental trends and resulting opportunities and threats.

### SM \_ LAQs \_ Unit III

1. Discuss in detail the concept of corporate level strategy with reference to Generic Strategies as postulated by Michael Porter. Develop suitable growth for a newly developed engine oil by an organization. (CO2)
2. Discuss in detail the concept of mergers and acquisitions with suitable examples. Discuss the various reasons for success and failure of M & A. Develop a legal formalities plan for the likely merger/acquisition of a Big Departmental Store with/by an MNC. (CO2)

### SM \_ LAQs \_ Unit IV

1. Discuss in detail the concept of distance from global operation point of view. Predict the various distances likely to be faced by an Indian FMCG Company likely to go global. (CO3)
2. The existing competitive strategy of a domestic FMCG company is in the context of single market. Develop the strategy for the same company based on a multiple markets. Justify your strategy. (CO4)