

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES PANJAB  
UNIVERSITY, CHANDIGARH**

**MID SEMESTER EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –  
4 SEM-MAY, 2021**

**IMPORTANT INSTRUCTIONS:**

- 1) Please download the Question Paper immediately on receipt of the same.
- 2) Mark your attendance online After Receiving the Question Paper
- 3) **Select the Relevant Question Paper as per your Sectoral Area of Study/Functional Area**
- 4) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet
- 5) Maximum Number of pages in Answer Sheet are 16.
- 6) Timing of Examinations are 10.00 a.m. to 12.00 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) **YOU ARE REQUIRED TO ATTEMPT THE ANSWERS IN YOUR OWN HANDWRITING IN BLUE/BLUE BLACK PEN.**
- 9) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 10) The candidate will be required to **submit a single PDF file of his/her answer sheet** from their registered email address to the **NEW GOOGLE FORM** link <https://forms.gle/Z6dpFDS7tYt1aZWWA> within 90 minutes from completion of examination till 1.30 p.m. (for Morning Session exam.) on the day of examination.
- 11) The candidate will be required to **submit his/her attendance** on the Google Form link <https://forms.gle/GkFsQFECsC5VRNGa9> upto 10.30 a.m. (Morning session exam.) on the day of examination.

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**MID TERM EXAMINATION OF MBA 4<sup>TH</sup> SEMESTER, MAY 2021**

**(FOR ALL THE SECTORS-  
MBA(Retail Mgmt), MBA(Banking & Insurance Mgmt.), MBA(IT &  
Telecommunication), MBA(Infrastructure Mgmt.), MBA(Pharma Mgmt.)  
and MBA(Hospital mgmt.)**

**PAPER TITLE: STRATEGIC MANAGEMENT**

**PAPER CODE: MBA- 4001**

**MAX. MARKS: 15**

**TIME: 2 HOURS**

**Note: Attempt any 3 questions out of 5. All questions carry equal marks.**

1. A pharmaceutical company has the following mission statement; “We want to heal the world”. Critically analyze the statement in keeping in mind the characteristics of a good mission statement.
2. What is strategic management? Explain the phases of strategic management.
3. What are objectives? What are the characteristics of good objectives?
4. What are the segments of the general environment? Select an industry (your sectoral area) and scan the segments of the general environment as applicable to this industry. What are the opportunities and threats for players in this industry?

OR

Explain the VRIO framework.

5. Explain Michael Porter’s Five Forces Model.

OR

Explain the various corporate level strategies