

### Assignments: 301 Strategic Management

1. Draft the SWOT Analysis for Any one company.
  2. Related diversification is an attractive corporate strategy and can be better than adopting unrelated diversification strategy? Comment and support with relevant example.
  3. What is a grand strategy? Explain various types of grand strategies with Example.
  4. Explain the Porter's Generic Competitive Strategies.
  5. Define the term 'Strategy'. Explain in detail the levels of strategy.
  6. What is a competitive advantage? Explain sources of competitive advantage.
  7. Explain generic competitive strategies.
  8. What do you mean by strategic plan? Enumerate its components.
  9. Differentiate between Red Ocean Strategy and Blue Ocean Strategy.
  10. Explain in detail issues in strategic management with respect to social and environmental sustainability.
  11. Develop ETOP for Any one company
  12. What is strategy implementation? Explain Mintzberg's 5 Ps Model and Mc Kinsey's 7s Framework
  13. Write Short Notes on: (Any Two)
    - a. Key performance indicators
    - b. BCG matrix
    - c. Joint Venture Strategies
    - d. Lean Six Sigma
  14. What are the characteristics of good mission statement with examples? Also explain Michel Porter Five Force Model.
  15. What is business portfolio analysis? Explain the types of business portfolio.
  16. Explain Blue Ocean and Red Ocean strategies with its principles.
  17. Describe the process of Strategic Management draw a neat chart showing comprehensively the different elements in the strategic Management Process.
  18. Discuss six sigma structures? How can it be useful for strategy implementation of the organization?
  19. What do you mean by the term 'Triple Bottom Line'? Explain in detail users of triple bottom line.
  20. What do you understand by Hierarchy of strategic intent? Explain its attributes in detail.
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**Subject: (302) Enterprise Performance Management**

1. Is the need of Performance management in any company? Discuss with taking examples of company.
2. Describe types of Responsibility Centers in detail with examples.
3. Why balanced scorecard is considered superior to other methods of performance appraisal? Prepare balanced scorecard for an organisation offering credit card.
4. A company is organized on a decentralized line, with each manufacturing division operating as a separate profit center. Each division manager has full authority to decide on the sale of the division's output to outsiders and to other divisions. Division C has always purchased its requirement of component from division A. but when informed that division A was increasing its selling price to Rs.150/-, the manager of division C decided to look at outside suppliers. Division C can buy the component from an outside supplier for Rs.135/-. But division A refuses to lower its prices in view of its need to maintain its return on investment. The top management has following information.

C's annual purchase of the component	1000 units
A's variable cost per unit	Rs 120/-
A's fixed cost per unit	Rs.20/-

Find:

- i) Will the company as a whole benefit, if division C bought the component at Rs. 135/- from an outside buyer.
  - ii) If A did not produce the material for C, it could use the facilities for other activities resulting in a cash operating savings of Rs.18000/-. Should C then purchase from outside sources?
  - iii) Suppose there is no alternative use of A's facilities and the market price per unit for the component drops by Rs.20, should C buy from outside?
5. Your company fixes the inter-divisional prices for its products on the basis of-
- a. Cost plus return on investment in the division and
  - b. Cost plus 20% of such transfer price

The budget for the division ABC for the year 2015-2016 has been prepared as follows.

<b>Particulars</b>	<b>Amount in Rs.</b>
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Investment in Division ABC	7,00,000
Debtors	3,00,000
Other current assets	5,00,000
Annual fixed cost of the division	8,00,000
Variable cost per unit of the division	10
Budgeted volume for the year	4,00,000 units
Desired return on investment	20%

Determine the transfer price for the division ABC on the basis of

- a. Cost plus ROI.
  - b. Cost plus 20% of such transfer price.
6. State and discuss various tools and techniques of capital expenditure control.
  7. Explain the Process of Capital Budgeting in detail.
  8. “Capital budgeting is one of the important tools for performance manager of an enterprise”. Explain in light of performance Index and Post Completion Audit.
  9. State and discuss various parameters of performance evaluation of a commercial bank.
  10. Explain the following in the context of performance evaluation of a retail organisation:
    - a. Sell through analysis
    - b. Multiple attribute method
    - c. GMROI
  11. State and explain various steps in Project Control Process with examples.
  12. Discuss the features of Non-Profit organisation and various Parameters for their Performance Evaluation.
  13. “Performance measurement of non-profit organisation is different from profit making organisation”. Do you agree? Justify your answer.
  14. State and explain the attributes of a ‘Good Audit Report’.  
(Audit Reports / Formats are expected to be discussed in the class from a performance measurement perspective. Download Audit report of any company from the website.)
  15. Write short notes on:
    - a. Management audit
    - b. Financial audit

c. Cost audit

16. What do you understand by 'Non Performing Assets'? Discuss various categories of NPA's and impact of NPA's on Banking Operations. (With examples of any public and private sector *banks*.)

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**Subject: - Startup & New Venture Management (303)**

- Q.1) Entrepreneurs are born not made – comment.
- Q.2) All entrepreneurs are managers, but all managers are not entrepreneurs Discuss.
- Q.3) How would you go about designing an entrepreneurship development program for school drop outs.
- Q.4) Discuss the role of entrepreneurship in economic development?
- Q.5) Discuss the factor to be considered for product selection with an example?
- Q.6) Discuss the need for protection of intellectual property by entrepreneurs?
- Q.7) Discuss the criteria to select a product?
- Q.8) Discuss the various types of entry strategies?
- Q.9) Prepare a specimen of project report for any business?
- Q.10) Discuss the current definition of micro, small, medium enterprise? Do you think there is a need to increase or decrease these limit? Why?
- Q.11) Discuss the various method of project appraisal in detail?
- Q.12) Explain the role of SME'S in economic development in India?
- Q.13) Discuss in brief the various laws related to startup in India?
- Q.14) critically examines the role of support institution in the development of SME's in India?
- Q.15) Discuss the role and importance of District Industries Centre(DIC) in promoting entrepreneurship and industrial development in India?
- Q.16) Discuss the case of any successful entrepreneur you know. Explain the factors that made him/her successfully?
- Q.17) Discuss the key variables that lead to failure of entrepreneurs?
- Q.18) Discuss the factor that lead to business failure in India. Support your answer with suitable example?
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Subject: 392. Introduction to Cyber Security – III

1. Explain the concept of information security and control.
2. Explain the relationship between data warehouse and data mining.
3. Explain the need and application of GIS.

Subject: 394. Skill Development – I

1. What is B2B selling?
  2. Enlist the questions asked in an interview (Any 10 questions).
  3. Write a letter to relationship manager asking for premiums of various insurance policies.
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