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BSc IT 2008 : SITM

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MUMBAI UNIVERSITY (BSc IT)

SITM - 2008

Con. 1847 & (a) to (c)-08.

ST-6952 to 6955

(3 Hours)

[Total Marks : 100

- Note: (1) Question No. 1 is compulsory
 (2) From Question No. 2 to Question No. 7 attempt any four questions.
 (3) Make suitable assumptions wherever necessary.
 (4) Answer to the same question must be written together.

1. Answer the following:
 - a) Mention any five principal aspects that need to be considered in managing the strategy execution process. 5
 - b) What is the "Strategic Intent"? Justify its importance by giving a proper example. 5
 - c) What are the strategic implications of the five competitive forces? 5
 - d) Differentiate between Strong Culture Companies and Weak Culture Companies 5
2.
 - a) Mention the different forms used in the process of crafting a strategy. Explain the Chief Architect Approach and the Delegation Approach in detail. 7
 - b) Why is there a need for both Long Range Objectives and Short Range Objectives? Why is Objective Setting preferred using Top-Down Approach? 7
 - c) What are the different entry barriers that will decide the extent of competition that would be faced by an organization. Explain in brief. 6
3.
 - a) What is the concept of driving forces? Explain any five categories into which these driving forces fall in. 7
 - b) What is a Company Value Chain? Why do the Value Chains of Rival Companies often differ? Draw a Representative Company Value Chain and explain it in brief. 7
 - c) Explain in brief the different tests that are used in Strategy Evaluation. 6
4.
 - a) What are "Strategic Alliances"? What are their advantages? Give any two examples of recent strategic alliances. 7
 - b) Explain Merger and Acquisition Strategies in brief. 7
 - c) Which are the six factors to be considered to make the most out of Strategic Alliances with Foreign Partners? Explain in brief. 6
5.
 - a) What are "Strategic Alliances"? What are their advantages? Give any two examples of recent strategic alliances. 7
 - b) Differentiate between Multicountry Strategy and Global Strategy. 7
 - c) Explain any two strategic mistakes made by early Internet Entrepreneurs what was their impact on the organization in detail. 6
6.
 - a) Explain along with a suitable diagram the three strategy horizons for sustaining rapid growth. 7
 - b) Explain any four Internet Strategies for Traditional Businesses 7
 - c) Explain the three strategic postures that a company can assume in dealing with a high velocity change. 6
7.
 - a) Explain in detail "Unhealthy Cultures" and "Adaptive Cultures" 7
 - b) Discuss the different methods for creating a strong fit between Strategy and Culture. 7
 - c) Explain any three strategic moves in Maturing Industries? What are the strategic pitfalls in such industries? 6

TURN OVER