

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2024

B.Tech-VI Semester (CSE/IT/ECE/CE/BI/BT)

COURSE CODE(CREDIT): 18B1WHS640(3)

MAX. MARKS: 15

COURSE NAME: Strategic Management

COURSE INSTRUCTORS: Dr Tanu

MAX. TIME: 1 Hour

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*Note: (a) All questions are compulsory. Kindly answer all questions in chronological order*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

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Q1. According to you what PEST factors are driving the electronic phone industry? [5] (CO2)

Q2. How does scenario planning help an organization to deal with uncertainty in its competitive environment? [5] (CO1)

Q3. What are the factors of General Environment one needs to consider while planning a strategy for the business? [5] (CO1)

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