Program:	M.Com Part I	**Semester:**	I	**Program Code:**	PGCOM01
Course:	Strategic Management			**Course Code:**	59111

Duration: 2 Hours **Examination Pattern:** NEP-Autonomous- External **Max. Marks:** 50

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Case Study Analysis**	[10]	CO's	KL's
		Reliance Jio entered the Indian telecommunications market with a strategy of providing affordable high-speed internet and digital services to a large number of customers. However, having a strategy alone was not enough. The company had to implement the strategy effectively. To implement its strategy, Jio invested heavily in telecommunications infrastructure, 4G technology, network expansion, and digital platforms. It also introduced attractive data plans and free services during its initial launch to attract customers. The company focused on developing a strong customer base and creating partnerships to expand its digital ecosystem. Employees were trained to provide better customer service, while technology and resources were continuously upgraded. The company regularly monitored customer feedback, market conditions, and competitors to make necessary changes. Through effective implementation, Jio was able to rapidly expand its market presence and become a major player in the Indian telecom industry.			
	(a)	What is strategy implementation?	03	CO2	L1
	(b)	Identify any three activities undertaken by Jio to implementing its strategy.	03	CO2	L2
	(c)	Explain how effective strategy implementation helped Jio achieve its objectives.	04	CO2	L4
Q. 2		**Attempt the following.**	[10]	CO's	KL's
	(a)	What are the limitations of strategic management?		CO1	L2
		OR			
	(b)	Elaborate on the different levels of strategy in a business organisation.		CO1	L2

Q. 3		**Attempt the following.**	**[10]**	**CO's**	**KL's**
	(a)	Explain the importance of strategic evaluation and control.		**CO2**	**L2**
		OR			
	(b)	Discuss the steps involved in a turnaround strategy.		**CO2**	**L2**
Q. 4		**Attempt the following.**	**[10]**	**CO's**	**KL's**
	(a)	Elaborate the PPP Model.		**CO3**	**L2**
		OR			
	(b)	Describe the significance of strategic alliances.		**CO3**	**L2**
Q. 5		**Attempt the following.**	**[10]**	**CO's**	**KL's**
	(a)	Discuss the process of establishing a business startup in India.		**CO3**	**L2**
		OR			
	(b)	Explain the advantages of BPO.		**CO3**	**L2**

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