

## Academic Year 2023-24

### 301GC –Strategic Management

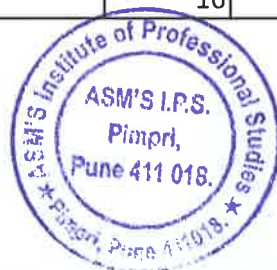
Sr. No.	Particulars	Status
1.	Average Percentage of syllabus completed	100%
2.	Planned sessions as per rule	45
3.	Actual sessions taken	45
4.	Pedagogical approaches	White Board & chalk PowerPoint presentation,
5.	Self-learning material & opportunities offered to students	Notes on chapter 1 to 5 Books from Library, PPT
6.	Policy on bright students & weak students	Profiling activities when students entered the Institute. After induction small aptitude test and group discussion conducted for all students or boot camp organized by Institute
7.	Weak students' identification and action taken	Group is being created on the basis of weak students and bright students. In each group one student may be bright student. He used to guide other members time to time about theoretical as well as practical subject.
8.	Bright students' identification and action taken	Profiling and aptitude test. For bright students I always provide special subject guidance on all days in a week. Also we provide extra three books at a time to bright students and mentoring to opt advance courses (Swayam, coursera etc.)
9.	Curriculum Gaps – Action taken & Benchmarking	--
10.	Technology assisted in lectures	You tube videos, Multimedia computer in lecture room.
11.	Continuous evaluation parameters used	1) MCQ base test 2) Assignment 3) Small Group viva (case study presentation) 3 (CCE) components used for evaluation from time to time to evaluate the performance of students. Based on the CCE result strong (bright) and weak learners are identified.
12.	Rubrics	Attached in course file.
13.	Concurrent calendar	Attached in file



Name & Sign. Of subject Teacher

**MBA BATCH 2022-24 SEMESTER III SUBJECT-301 STRATEGIC MANAGEMENT AY 2023-24**

Roll No.	Name	CC1-25	CCE2-25	CCE3-25	TOTAL75	outof50
2224101	ARGADE VAIBHAV UTTAM	17	17	17	51	26
2224102	BAIRAGI SAHIL BHAGWAN	17	17	17	51	26
2224103	BALAPURE ANIKET RAVINDRA	16	16	16	48	24
2224104	BANSODE OMKAR RAJENDRA	21	21	21	63	32
2224105	BARI MRUDULA DIPAK	16	16	16	48	24
2224106	BHAGAT NIKHIL MOTIRAM	19	19	19	57	29
2224107	BHALERAO PRASAD NANDKUMAR	20	20	20	60	30
2224108	BHANOSE ANIL SOPAN	18	18	18	54	27
2224109	BHIRDE SANKET MOHAN	17	17	17	51	26
2224110	BHOIR JYOTI DADABHAU	17	17	17	51	26
2224111	BHONDAVE AISHWARYA ANANDRAO	17	17	17	51	26
2224112	BHOSALE MANISHA MAHENDRA	18	18	18	54	27
2224113	BIRADAR AKASH DHANAJI	16	16	16	48	24
2224114	BODHE SNEHAL SUBHASH	17	17	17	51	26
2224115	BADHE VAISHNAVI RAJESH	16	16	16	48	24
2224116	BHAGAT RUPALI SIDDHARTH	17	17	17	51	26
2224117	CHABUKSWAR SOHAM MOHAN	17	17	17	51	26
2224118	CHAKRABORTY SAYERI	16	16	16	48	24
2224119	CHAVAN AISHWARYA PRAKASH	17	17	17	51	26
2224120	CHAVAN CHETAN SATYAWAN	17	17	17	51	26
2224121	CHAVAN SWAPNIL SURESH	18	18	18	54	27
2224122	CHAVAN TEJASHRI SACHIN	17	17	17	51	26
2224123	CHOUGULE NITIN ANIL	16	16	16	48	24
2224124	DABHADE SUYASH SATISH	21	21	21	63	32
2224125	DAMBALE RUSHIKESH ASHOK	21	21	21	63	32
2224126	DANGE ABHISHEK VIJAY	17	17	17	51	26
2224127	DANGE FARDEEN FIROJ	17	17	17	51	26
2224128	DARADE ROHINI ASHRUBA	20	20	20	60	30
2224129	DHAGE DNYANESHWAR KAILAS	18	18	18	54	27
2224130	DHAVANE RAJ VISHNU	16	16	16	48	24
2224131	DHAWLE RISHIKESH PARAS	17	17	17	51	26
2224132	DHERE ABHISHEK MADHAV	17	17	17	51	26
2224133	DODKE VAISHNAVI PRADIP	16	16	16	48	24
2224134	DOL TANVI ABHIJEET	17	17	17	51	26
2224135	DOND PRATIK SHIVAJI	18	18	18	54	27
2224136	DORKAR ROUNAK HARIBHAU	17	17	21	55	28
2224137	DUDHE MOTIRAM DATTRAO	14	14	20	48	24
2224138	DUMBRE PALLAVI PRADIP	16	16	23	55	28
2224139	DURANI SARVESH	16	16	23	55	28
2224140	DUSANE ISHA VIJAY	20	20	24	64	32
2224141	DHOMSE ROHIT PRABHAKAR	17	17	22	56	28
2224142	DONE SANTOSH PRALAHADRAO	16	16	21	53	27
2224143	FULSUNDAR AARTI SURESH	19	19	23	61	31
2224144	GAIN ASHISH ASHUTOSH	16	16	22	54	27



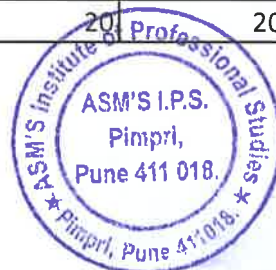
2224145	GAVALI OMKAR DATTATRAY	20	20	24	64	32
2224146	GADE MAYURI RAMESH	19	19	22	60	30
2224147	GADEKAR NAMITA KAILAS	16	16	23	55	28
2224148	GAIKWAD GAURAV	17	17	24	58	29
2224149	GAIKWAD KUNAL TATYARAO	16	16	23	55	28
2224150	GAIN KUNAL BIDHAN	16	16	22	54	27
2224151	GAME AMIT SURESH	17	17	21	55	28
2224152	GANDHI PRIYANKA DINESH	16	16	20	52	26
2224153	GANORKAR PRATHAMESH VIDYADHAR	17	17	23	57	29
2224154	GAVALI AARTI VIJAY	17	17	23	57	29
2224155	GAVHANE PRATHAM PRAVIN	16	16	24	56	28
2224156	GHODAKE RUTUJA SANJAY	18	18	22	58	29
2224157	GHOTKULE TUSHAR TUKARAM	17	17	21	55	28
2224158	GHUGE VISHNU SUBHASHRAO	20	16	23	59	30
2224159	GOSAVI SANDEEP ANANDGIRI	21	21	22	64	32
2224160	GURAO CHANDRIKA SOMANING	20	21	24	65	33
2224161	HATEKAR ATUL DADASAHEB	21	17	22	60	30
2224162	HIWARE SAGAR SADANAND	20	17	23	60	30
2224163	HUSHAR PRIYANKA ARUN	19	20	24	63	32
2224164	INGALE HITESH RAVINDRA	18	18	23	59	30
2224165	INGOLE AANCHAL PRAKASH	18	16	22	56	28
2224201	JADHAV AARYA NARENDRA	18	18	21	57	29
2224202	JADHAV GANESH NAMDEO	17	17	20	54	27
2224203	JADHAV VAISHNAVI JADHAV	17	17	23	57	29
2224204	KADAM HARSHVARDHAN HANUMANT	16	16	23	55	28
2224205	KADAM OMKAR RAMESH	20	20	24	64	32
2224206	KADAM PRASAD DNYANESHWAR	17	17	22	56	28
2224207	KADAM YASH VIVEK	21	21	21	63	32
2224208	KAKADE MAHESH JAYVANT	17	17	23	57	29
2224209	KALSI PRABHJOT SINGH SATNAM SINGH	17	17	22	56	28
2224210	KALWALE BRAHMA BABURAO	20	20	24	64	32
2224211	KAMBLE SAHIL VIJAYKUMAR	16	16	22	54	27
2224212	KAMTHE ABHIJIT VASANT	16	16	23	55	28
2224213	KANHEKAR TRUPTI CHANDRAKANT	18	18	24	60	30
2224214	KARADE SADHANA KANTILAL	19	19	23	61	31
2224215	KARMAL CHAITANYA CHANDRAKANT	21	21	22	64	32
2224216	KHAIRNAR PUSHPALATA CHHAGAN	14	14	21	49	25
2224217	KHOKLE PRAGATI RAMESH	20	20	20	60	30
2224218	KHUTAL DIVYA GORAKSH	17	17	23	57	29
2224219	KORDE PRIYANKA SUNIL	16	16	23	55	28
2224220	KSHIRSAGAR MOHIT MAROTI	17	17	24	58	29
2224221	KUDALE VISHAL VENKATESH	17	17	23	57	29
2224222	KULKARNI PRANALI DEEPAK	16	16	23	55	28



2224223	KUMAR HEMANT	16	16	23	55	28
2224224	KURHADE RUSHIKESH BALASO	16	16	22	54	27
2224225	KAMBLE ANJALI	17	17	24	58	29
2224226	KHANDAGE VAISHNAV MADHUKAR	19	19	24	62	31
2224227	KUMARI SHALINI	16	16	22	54	27
2224228	LANDGE SHIVANI SHYAMRAO	17	17	23	57	29
2224229	LANDAGE SUKANYA NATHAJI	19	19	24	62	31
2224230	LANGOTE NANDKISHOR GAJANAN	16	16	23	55	28
2224231	LAREB AZAD BHAVNAGARI	17	17	22	56	28
2224232	LAWAND DHAVALSINH VINODRAO	18	18	21	57	29
2224233	LOKHANDE VAIBHAV SHANKAR	18	18	20	56	28
2224234	MAHAJAN RAHUL LAXMAN	18	18	23	59	30
2224235	MAIND HIMANSHU DINKAR	19	19	23	61	31
2224236	MALGAN SHAFIK NABISAB	17	17	24	58	29
2224237	MALNAS M KASIM M AMIN	18	18	22	58	29
2224238	MANGODEKAR BRIJESH SANJAY	18	18	21	57	29
2224239	MESHARAM APEKSHA RAJENDRA	19	19	23	61	31
2224240	MESHARAM PRIYANKA DEVENDRA	16	16	22	54	27
2224241	MIRZA NAZIA SAHABJAN	14	14	24	52	26
2224242	MISAL SAPANA VIJAY	18	18	22	58	29
2224243	MOHOD BHUSHAN BHAURAO	16	16	23	55	28
2224244	MOHOD CHETANA BHAURAO	16	16	24	56	28
2224245	MORANKAR NIKITA SURESH	16	16	23	55	28
2224246	MORE AKASH GANESH	18	18	22	58	29
2224247	MORE ANKIT SANJAY	17	17	21	55	28
2224248	MORE MOHIT MANOHAR	18	18	20	56	28
2224249	MORE OMKAR SUNIL	17	17	23	57	29
2224250	MORE PRAGATI SANJAY	17	17	23	57	29
2224251	MULEGAON RUTUJA MAHADEV	18	18	24	60	30
2224252	MUNJEWAR SAJID FARUK	19	17	22	58	29
2224253	MASKE MITHILA VILAS	20	16	21	57	29
2224254	NAGRANI SUMAN SUNIL	21	21	23	65	33
2224255	NANEKAR PRASAD POPAT	19	21	22	62	31
2224256	NAVGIRE HARSHA YOUVRAJ	18	17	24	59	30
2224257	NIKAM DHANSHRI GANESH	19	17	22	58	29
2224258	NIRMALKAR TRUPTI NETAJI	20	20	23	63	32
2224259	PACHARNE POOJA BALU	19	18	24	61	31
2224260	PALASPAGAR SNEHA SANJAY	20	16	23	59	30
2224261	PANHALKAR PRAVIN BALASAHEB	20	19	22	61	31
2224262	PARASKAR GAYATRI GAJANAN	21	16	21	58	29
2224263	PATIL GHANSHYAM PRAKASH	19	17	23	59	30
2224264	PATIL SEJAL ASHOK	20	19	23	62	31
2224265	PATIL TANAY SUBHASH	20	16	23	59	30



2224301	PATIL VAIBHAV KIRAN	20	20	24	64	32
2224302	PAWAR SHARWIL MILIND	20	20	22	62	31
2224303	PAWAR SRUSHTI ARUN	19	19	21	59	30
2224304	PHUNDE SONALI NIWRATTI	20	20	23	63	32
2224305	PIMPLE SHRIKRUSHNA SUDHAKAR	19	19	22	60	30
2224306	PINGALE PALLAVI YADAVRAO	18	18	24	60	30
2224307	PONGANTI SAUMYA KAILASH	20	20	22	62	31
2224308	PRAJAPATI ABHIJEET MAHAVEER	20	20	23	63	32
2224309	PUJARI SANTOSH SIDHANNA	20	20	24	64	32
2224310	PAGARE ARJUN DINESH	16	16	23	55	28
2224311	PATIL SUMIT	17	17	22	56	28
2224312	QURESHI TANVEER	20	20	21	61	31
2224313	RAHANGDALE ANKITA DEVIDAS	18	18	20	56	28
2224314	RAJBHAR ANISHA SATISH	20	20	23	63	32
2224315	RAMTEKE SAKSHI ASHOK	20	20	23	63	32
2224316	RANDIVE PRATIK ARVIND	20	20	24	64	32
2224317	RATHOD AKASH ANIL	18	18	22	58	29
2224318	RAMTEKE DILKHUSH SHIVHARI	20	20	21	61	31
2224319	SONAWANE DHAVAL SAGARSEN	20	20	23	63	32
2224320	SARAP NITIN SHIVHARI	16	16	22	54	27
2224321	SETHIYA VARDHMAN DILIP	20	20	24	64	32
2224322	SHARMA SUNIL KANAHIYALAL	20	20	22	62	31
2224323	SHINDE HANUMAN ARJUNA	16	16	23	55	28
2224324	SANJEKAR VIJETA BHARAT	20	20	24	64	32
2224325	SAPKALE ASHUTOSH NITIN	14	14	23	51	26
2224326	SARNAIK PRATIKSHA PANDITRAO	16	16	22	54	27
2224327	SARODE SANKET GIRISH	20	20	21	61	31
2224328	SATHE ADITYA RAMESH	20	20	20	60	30
2224329	SHAH SAHIL NARESH	20	20	23	63	32
2224330	SHAIKH FIZA ZAFAR	20	20	23	63	32
2224331	SHAIKH MOHAMMED AFZAL RAFIQUE	16	16	24	56	28
2224332	SHEJAL AKASH GOVARDHAN	19	19	22	60	30
2224333	SHELAR PRIYANKA RAMCHANDRA	17	17	21	55	28
2224334	SHINDE AKSHAY DHANANJAY	20	20	23	63	32
2224335	SHINDE PRATIKSHA GANESH	20	20	22	62	31
2224336	SHINDE PRATIKSHA MANOHAR	20	20	24	64	32
2224337	SHINGATE PANKAJ HANUMANT	20	20	24	64	32
2224338	SHIRSATH MANSI NITIN	20	20	23	63	32
2224339	SHITOLE SHIVRAJ RAJENDRA	18	18	24	60	30
2224340	SINGH PRAVIN DEVENDRA	20	20	23	63	32
2224341	SINHA ABHISHEK	20	20	22	62	31
2224342	SONAVANE RUSHIKESH DATTATRAYA	19	19	21	59	30
2224343	SONAWANE ABHISHEK ASHOK	20	20	24	64	32



2224344	SONAWANE DIPTESH RAJENDRA	17	17	24	58	29
2224345	SONI MITESH NARESH	20	20	23	63	32
2224346	SURVE VIRAJ MACHINDRA	18	18	24	60	30
2224347	TAMBE MAHESHWARI RAMESH	19	19	22	60	30
2224348	TAMBE OMKAR SANTOSH	20	20	21	61	31
2224349	TAWARE SHUBHAM SURESH	20	20	23	63	32
2224350	THAKUR KRISHNA SHARADSINGH	18	20	22	60	30
2224351	THITE AMAN KAILAS	19	18	24	61	31
2224352	THORAT OMKAR PRAKASH	20	20	22	62	31
2224353	THORAT PRANJAL RAMDAS	19	20	23	62	31
2224354	TIWARI RUSHIKESH NARAYAN	18	16	24	58	29
2224355	UGHADE CHARUDATTA JITENDRA	20	20	23	63	32
2224356	VIDHATE MADHURI DEVIDAS	21	20	20	61	31
2224357	VAISH HARSH NANDKISHOR	20	16	16	52	26
2224358	WAGH ARVIND SHIVCHARAN	19	20	20	59	30
2224359	WAGHERE AJINKYA ARUN	18	14	14	46	23
2224360	WAGHMARE RUTUJA BHAGWAN	20	16	16	52	26
2224361	WAGHMARE SHUBHAM SURESH	21	20	20	61	31
2224362	WARAKE HEMALI LALIT	20	20	20	60	30
2224363	WAVHAL TUSHAR VIKAS	21	20	20	61	31
2224364	YADAV DEEPTI OMPRAKASH	18	20	20	58	29
2224365	YADAV HRITHIK AJAY	19	19	19	57	29
2224366	YADAV SUPRIYA DUDHNATH	20	20	20	60	30



**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24  
Result Sheet- CCE 3 (Small Group Viva)

MBA -Year II  
Subject Name: 301 SM

SEM- III

Div- A

Subject Teacher: Dr. Vikas Barbate

Maximum Marks:

25

Roll No.	Name of Student	Marks
2224101	ARGADE VAIBHAV UTTAM	17
2224102	BAIRAGI SAHIL BHAGWAN	17
2224103	BALAPURE ANIKET RAVINDRA	16
2224104	BANSODE OMKAR RAJENDRA	21
2224105	BARI MRUDULA DIPAK	16
2224106	BHAGAT NIKHIL MOTIRAM	19
2224107	BHALERAO PRASAD NANDKUM	20
2224108	BHANOSE ANIL SOPAN	18
2224109	BHIRDE SANKET MOHAN	17
2224110	BHOIR JYOTI DADABHAU	17
2224111	BHONDAVE AISHWARYA ANAND	17
2224112	BHOSALE MANISHA MAHENDRA	18
2224113	BIRADAR AKASH DHANAJI	16
2224114	BODHE SNEHAL SUBHASH	17
2224115	BADHE VAISHNAVI RAJESH	16
2224116	BHAGAT RUPALI SIDDHARTH	17
2224117	CHABUKSWAR SOHAM MOHAN	17
2224118	CHAKRABORTY SAYERI	16
2224119	CHAVAN AISHWARYA PRAKASH	17
2224120	CHAVAN CHETAN SATYAWAN	17
2224121	CHAVAN SWAPNIL SURESH	18
2224122	CHAVAN TEJASHRI SACHIN	17
2224123	CHOUGULE NITIN ANIL	16
2224124	DABHADE SUYASH SATISH	21
2224125	DAMBALE RUSHIKESH ASHOK	21
2224126	DANGE ABHISHEK VIJAY	17
2224127	DANGE FARDEEN FIROJ	17
2224128	DARADE ROHINI ASHRUBA	20
2224129	DHAGE DNYANESHWAR KAILAS	18
2224130	DHAVANE RAJ VISHNU	16
2224131	DHAWLE RISHIKESH PARAS	17
2224132	DHERE ABHISHEK MADHAV	17
2224133	DODKE VAISHNAVI PRADIP	16
2224134	DOL TANVI ABHIJEET	17
2224135	DOND PRATIK SHIVAJI	18

Roll No.	Name of Student	Marks
2224136	DORKAR ROUNAK HARIBHAU	17
2224137	DUDHE MOTIRAM DATTRAO	14
2224138	DUMBRE PALLAVI PRADIP	16
2224139	DURANI SARVESH	16
2224140	DUSANE ISHA VIJAY	20
2224141	DHOMSE ROHIT PRABHAKAR	17
2224142	DONE SANTOSH PRAHAADRA	16
2224143	FULSUNDAR AARTI SURESH	19
2224144	GAIN ASHISH ASHUTOSH	16
2224145	GAVALI OMKAR DATTATRAY	20
2224146	GADE MAYURI RAMESH	19
2224147	GADEKAR NAMITA KAILAS	16
2224148	GAIKWAD GAURAV	17
2224149	GAIKWAD KUNAL TATYARAO	16
2224150	GAIN KUNAL BIDHAN	16
2224151	GAME AMIT SURESH	17
2224152	GANDHI PRIYANKA DINESH	16
2224153	GANORKAR PRATHAMESH VIDY	17
2224154	GAVALI AARTI VIJAY	17
2224155	GAVHANE PRATHAM PRAVIN	16
2224156	GHODAKE RUTUJA SANJAY	18
2224157	GHOTKULE TUSHAR TUKARAM	17
2224158	GHUGE VISHNU SUBHASHRAO	16
2224159	GOSAVI SANDEEP ANANDGIRI	21
2224160	GURAO CHANDRIKA SOMANIN	21
2224161	HATEKAR ATUL DADASAHEB	17
2224162	HIWARE SAGAR SADANAND	17
2224163	HUSHAR PRIYANKA ARUN	20
2224164	INGALE HITESH RAVINDRA	18
2224165	INGOLE AANCHAL PRAKASH	16

Date of Display of result: 19/11/23

Date of confirmation of result: 21/11/23

Name and Sign of Subject Teacher



**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24

Result Sheet- CCE 3 (Small Group Viva)

MBA -Year II

SEM- III

Div- B

Subject Name: 301 SM

Subject Teacher: Dr. Vikas Barbate

Maximum Marks:

25

Roll No.	Name of Student	Marks
2224201	JADHAV AARYA NARENDRA	18
2224202	JADHAV GANESH NAMDEO	17
2224203	JADHAV VAISHNAVI JADHAV	17
2224204	KADAM HARSHVARDHAN HANU	16
2224205	KADAM OMKAR RAMESH	20
2224206	KADAM PRASAD DNYANESHWAR	17
2224207	KADAM YASH VIVEK	21
2224208	KAKADE MAHESH JAYVANT	17
2224209	KALSI PRABHJOT SINGH SATNAN	17
2224210	KALWALE BRAHMA BABURAO	20
2224211	KAMBLE SAHIL VIJAYKUMAR	16
2224212	KAMTHE ABHIJIT VASANT	16
2224213	KANHEKAR TRUPTI CHANDRAK	18
2224214	KARADE SADHANA KANTILAL	19
2224215	KARMAL CHAITANYA CHANDRA	21
2224216	KHAIRNAR PUSHPALATA CHHAG	20
2224217	KHOKLE PRAGATI RAMESH	20
2224218	KHUTAL DIVYA GORAKSH	17
2224219	KORDE PRIYANKA SUNIL	16
2224220	KSHIRSAGAR MOHIT MAROTI	17
2224221	KUDALE VISHAL VENKATESH	17
2224222	KULKARNI PRANALI DEEPAK	16
2224223	KUMAR HEMANT	16
2224224	KURHADE RUSHIKESH BALASO	16
2224225	KAMBLE ANJALI	17
2224226	KHANDAGE VAISHNAV MADHU	19
2224227	KUMARI SHALINI	16
2224228	LANDGE SHIVANI SHYAMRAO	17
2224229	LANDAGE SUKANYA NATHAJI	19
2224230	LANGOTE NANDKISHOR GAJANA	16
2224231	LAREB AZAD BHAVNAGARI	17
2224232	LAWAND DHAVALSINH VINODR	18
2224233	LOKHANDE VAIBHAV SHANKAR	18
2224234	MAHAJAN RAHUL LAXMAN	18
2224235	MAIND HIMANSHU DINKAR	19

Roll No.	Name of Student	Marks
2224236	MALGAN SHAFIK NABISAB	17
2224237	MALNAS M KASIM M AMIN	18
2224238	MANGODEKAR BRIJESH SANJAY	18
2224239	MESHARAM APEKSHA RAJENDRA	19
2224240	MESHARAM PRIYANKA DEVENDR	16
2224241	MIRZA NAZIA SAHABJAN	14
2224242	MISAL SAPANA VIJAY	18
2224243	MOHOD BHUSHAN BHAURAO	16
2224244	MOHOD CHETANA BHAURAO	16
2224245	MORANKAR NIKITA SURESH	16
2224246	MORE AKASH GANESH	18
2224247	MORE ANKIT SANJAY	17
2224248	MORE MOHIT MANOHAR	18
2224249	MORE OMKAR SUNIL	17
2224250	MORE PRAGATI SANJAY	17
2224251	MULEGAON RUTUJA MAHADEV	20
2224252	MUNJEWAR SAJID FARUK	20
2224253	MASKE MITHILA VILAS	17
2224254	NAGRANI SUMAN SUNIL	16
2224255	NANEKAR PRASAD POPAT	17
2224256	NAVGIRE HARSHA YOUNVRAJ	17
2224257	NIKAM DHANSHRI GANESH	16
2224258	NIRMALKAR TRUPTI NETAJI	16
2224259	PACHARNE POOJA BALU	16
2224260	PALASPAGAR SNEHA SANJAY	17
2224261	PANHALKAR PRAVIN BALASAHE	19
2224262	PARASKAR GAYATRI GAJANAN	16
2224263	PATIL GHANSHYAM PRAKASH	17
2224264	PATIL SEJAL ASHOK	19
2224265	PATIL TANAY SUBHASH	16

Date of Display of result: 19/11/20

Date of confirmation of result: 21/11/20

Name and Sign of Subject Teacher





**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24

Result Sheet- CCE 3 (Small Group Viva)

MBA -Year II

SEM- III

Div- C

Subject Name: 301 SM

Subject Teacher: Dr. Vikas Barbate

Maximum Marks:

25

Roll No.	Name of Student	Marks
2224301	PATIL VAIBHAV KIRAN	20
2224302	PAWAR SHARWIL MILIND	20
2224303	PAWAR SRUSHTI ARUN	19
2224304	PHUNDE SONALI NIWRATTI	20
2224305	PIMPLE SHRIKRUSHNA SUDHA	19
2224306	PINGALE PALLAVI YADAVRAO	18
2224307	PONGANTI SAUMYA KAILASH	20
2224308	PRAJAPATI ABHIJEET MAHAVE	20
2224309	PUJARI SANTOSH SIDHANNA	20
2224310	PAGARE ARJUN DINESH	16
2224311	PATIL SUMIT	17
2224312	QURESHI TANVEER	20
2224313	RAHANGDALE ANKITA DEVIDA	18
2224314	RAJBHAR ANISHA SATISH	20
2224315	RAMTEKE SAKSHI ASHOK	20
2224316	RANDIVE PRATIK ARVIND	20
2224317	RATHOD AKASH ANIL	18
2224318	RAMTEKE DILKHUSH SHIVHAR	20
2224319	SONAWANE DHAVAL SAGARS	20
2224320	SARAP NITIN SHIVHARI	16
2224321	SETHIYA VARDHMAN DILIP	20
2224322	SHARMA SUNIL KANAHIYALAL	20
2224323	SHINDE HANUMAN ARJUNA	16
2224324	SANJEKAR VIJETA BHARAT	20
2224325	SAPKALE ASHUTOSH NITIN	14
2224326	SARNAIK PRATIKSHA PANDITR	16
2224327	SARODE SANKET GIRISH	20
2224328	SATHE ADITYA RAMESH	20
2224329	SHAH SAHIL NARESH	20
2224330	SHAIKH FIZA ZAFAR	20
2224331	SHAIKH MOHAMMED AFZAL R	16
2224332	SHEJAL AKASH GOVARDHAN	19
2224333	SHELAR PRIYANKA RAMCHAND	17
2224334	SHINDE AKSHAY DHANANJAY	20

Roll No.	Name of Student	Marks
2224335	SHINDE PRATIKSHA GANESH	20
2224336	SHINDE PRATIKSHA MANOHAR	20
2224337	SHINGATE PANKAJ HANUMANT	20
2224338	SHIRSATH MANSI NITIN	20
2224339	SHITOLE SHIVRAJ RAJENDRA	18
2224340	SINGH PRAVIN DEVENDRA	20
2224341	SINHA ABHISHEK	20
2224342	SONAVANE RUSHIKESH DATTATR	19
2224343	SONAWANE ABHISHEK ASHOK	20
2224344	SONAWANE DIPTESH RAJENDRA	17
2224345	SONI MITESH NARESH	20
2224346	SURVE VIRAJ MACHINDRA	18
2224347	TAMBE MAHESHWARI RAMESH	19
2224348	TAMBE OMKAR SANTOSH	20
2224349	TAWARE SHUBHAM SURESH	20
2224350	THAKUR KRISHNA SHARADSINGH	20
2224351	THITE AMAN KAILAS	20
2224352	THORAT OMKAR PRAKASH	17
2224353	THORAT PRANJAL RAMDAS	16
2224354	TIWARI RUSHIKESH NARAYAN	17
2224355	UGHADE CHARUDATTA JITENDRA	17
2224356	VIDHATE MADHURI DEVIDAS	16
2224357	VAISH HARSH NANDKISHOR	16
2224358	WAGH ARVIND SHIVCHARAN	16
2224359	WAGHERE AJINKYA ARUN	17
2224360	WAGHMARE RUTUJA BHAGWAN	19
2224361	WAGHMARE SHUBHAM SURESH	16
2224362	WARAKE HEMALI LALIT	17
2224363	WAVHAL TUSHAR VIKAS	19
2224364	YADAV DEEPTI OMPRAKASH	16
2224365	YADAV HRITHIK AJAY	20
2224366	YADAV SUPRIYA DUDHNATH	19

Date of Display of result: 19/11/23

Date of confirmation of result: 21/11/23

  
Name and Sign of Subject Teacher



**1) Tata Group under Cyrus Mistry: Shedding Weight?**

**ABSTRACT**

The case discusses the growth of India's largest multinational conglomerate, the Tata Group under its new chairman, Cyrus Mistry (Mistry). When Mistry took over as the CEO of the Tata Group in 2012, in the wake of a global economic slowdown, he focused on addressing the huge debt mountain, raising cash, refinancing loans, selling assets and writing down their value. On the other hand, the group's former Chairman, Ratan Tata, who had served the Tata Group for over two decades had propelled the group onto the global map by acquiring international brands such as UK-based steelmaker, Corus Group plc (Corus), Ford Motor Company's, luxury vehicle brands, Jaguar Land Rover, UK-based beverage manufacturer, Tetley, and New York's luxury hotel, Pierre. While Ratan Tata grew the Tata Group into a US\$ 100 billion revenue earning company by 2012, he also increased the company's debt 11-fold attributable to the several acquisitions made by the Tata Group. ...

**Issues: The case is structured to achieve the following teaching objectives:**

- Analyze the effectiveness of Mistry's efforts to sell off loss-making assets such as Tata Steel UK.
- Apply strategies that would help Mistry reduce the group's dependence on TCS and focus on new clusters to reduce the group's debt burden in future.

**Keywords**

- Tata Steel, Tata Group, Ratan Tata, Cyrus Mistry, International acquisitions, Debt burden, Organic growth, Inorganic growth, Global economic slowdown, Cash cow, Economic environment, Corus Group, Tata Consultancy Services, Jaguar Land Rover

**INTRODUCTION**

For the quarter ended March 2016, Tata Steel, the steel-making arm of India's multinational conglomerate, the Tata Group, recorded a net consolidated loss of Rs. 32.14 billion. The company recorded a consolidated revenue of Rs.295.08 billion during the quarter with 12 percent decline on a year-on-year basis compared to the same period during the previous year. The decline in sales was attributable to the surge in cheap Chinese steel imports into Europe, where



Tata Steel had its operations, despite an increase of 13 percent in steel sales volume in India for the same period. Analysts were quick to point out that Tata Steel was not the only Tata Group company to hit a rough patch. Other group companies such as Tata Global Beverages and Tata Power were also badly hit. ...

## **BACKGROUND NOTE**

The Tata Group was founded by Jamsetji Tata (Jamsetji) in 1868. In 1874, Jamsetji began with a textile mill and inaugurated the Empress Mill in 1877. After successfully establishing his business, he set up Asia's first iron and steel company, the Tata Iron and Steel Company (TISCO) (now Tata Steel), in Bihar (Refer to Exhibit I for a timeline of Tata Group). In 1904, he started the flagship hotel of India's first luxury chain – the Taj Group of Hotels. On his demise in 1904, his elder son Sir Dorabji Tata (Dorabji) took over control of the business. He was the driving force in operationalizing the steel plant and the power project as envisioned by his father. He also established the Sir Dorabji Tata Trust that was to become the premier charitable endowment of the Tata Group. The trust provided institutional grants and individual grants....

## **EXCERPTS/A SMALL EXTRACT**

### **TATA GROUP UNDER RATAN TATA**

Ratan Tata strongly believed that to achieve growth at the Tata Group, it was necessary to create technologically superior and exciting products. According to him, the Tata Group would have to distinguish itself from other companies through innovation and low costs. Ratan Tata focused on organic as well as inorganic growth strategies to grow the Tata Group. Some of the group's businesses grew organically. For instance, TCS grew through investments in Greenfield projects. The software company grew by upgrading its technological capabilities, skill sets, and its infrastructure, and in the process, developed several new innovative software products. In 1981, in a bid to improve its R&D skills, TCS founded the Tata Research, Design and Development Center (TRDDC). The center played a key role in developing world class products....

### **CYRUS MISTRY STEPS IN**

In December 2012, Cyrus Mistry (Mistry) took over as Chairman of the Tata Group. While Ratan Tata was instrumental in turning the Tata Group into a US\$ 100 billion empire, he was also responsible for the 11-fold increase in the group's debt burden. It was reported that Tata Steel's acquisition of Corus had led to Tata Steel incurring a huge debt of US\$ 10.7 billion as of September 30, 2015, with a long-term debt of US\$ 4.3 billion for its Europe business (Refer to Exhibit III for consolidated balance sheet of Tata Steel and to Exhibit IV for consolidated profit



and loss account of Tata Steel). Thus, Mistry faced the Herculean task of tackling the debt as well selling off the non-performing assets...

## **THE RESULTS**

In 2016, the Tata Group reported that under Mistry, the group's market capitalization had increased by 56 percent from Rs. 4922.67 billion in December 2012 to Rs. 7684.13 billion. The group's consolidated net sales increased by 25 percent from Rs. 2348.86 billion for the period April to September 2012 to Rs. 2948.19 billion for the same period of 2015. The group's net profit increased by 53 percent from Rs. 1193.89 billion for the period April to September 2012 to Rs. 1828.98 billion for the same period of 2015. After Mistry took over, the market capitalization of TCS also doubled (Refer to Exhibit V for Tata Group's stock under Mistry)...

## **LOOKING AHEAD**

In June 2016, Tata Steel completed the selling of its 4.5 million tonne capacity European long steel business, including the giant Scunthorpe plant, to Greybull. As of June 4, 2016, the company was in talks with the UK government to retain the remaining 5.5 million tonne capacity steel business to save the jobs of 11,000 workers...

## **EXHIBITS**

Exhibit I:Timeline of Tata Group

Exhibit II:Tata Group's International Acquisitions

Exhibit III:Consolidated Balance Sheet of Tata Steel (in Rs. Billion)

Exhibit IV:Consolidated Profit & Loss Statement of Tata Steel (in Rs. Billion)

Exhibit V:Tata Group's Stock under Mistry



## 2) Amazon: Betting big on a trillion dollar Indian Market

### ABSTRACT

Amazon, the world's biggest online retailer, was betting big on India by making huge investments to build infrastructure. Amazon went in for localization to suit the Indian market and the Indian consumer psyche. After three years of its operations in India, Amazon was the third largest online retailer after Flipkart and Snapdeal, which had more years of experience and understood the Indian market space well.

The competition in the Indian online retail market was fierce but it offered a trillion dollar opportunity. In their attempt to capture the market, the three large online retailers were offering deep discounts and a high quality customer experience despite making huge losses. It remained to be seen whether Amazon, which had put in place India-specific strategies and massive investments can help beat the competition, and become the largest player...

Business Strategy Case Studies | Case Study in Management, Operations, Strategies, Business Strategy, Case Studies or

Business Strategy Case Studies | Case Study in Management, Operations, Strategies, Business Strategy, Case Studies Or PayPal (9 USD)

### Issues

The case is structured to achieve the following teaching objectives:

- 1) Understand the expanse of opportunities or the current market demand existing in online businesses.
- 2) Understand the online infrastructure.
- 3) Apply the ways a company can localize its business operations in India and implement the same in various business situations of going global in emerging economies.
- 4) Analyze the competitive situation, extent of rivalry and the forces that are acting to drive the competition (using Porter's five force model to map the level of competition).
- 5) Evaluate the market opportunities and assess customer value to build market share.
- 6) Apply the competitive strategies used by market leaders.

### Keywords

Localization, Eco system, Easyship, Project Tatkal, Chai carts, Amazonbasics.com, Kirana



shops, Flipkart, Snapdeal, COD: Cash on Delivery, GMV: gross merchandise

## INTRODUCTION

Amazon, the world's largest online retailer, was betting big on India to capture the world's fastest growing online retail market. In order to push the investment pedal, Amazon in April 2016, increased its authorized capital from \$ 230.76 million in its Indian subsidiary, Amazon.in, to \$ 2.46 billion.

This increase in authorized capital would allow Amazon to make massive investments to develop its infrastructure. ..

## BACKGROUND

Jeff Bezos (Bezos) established Amazon in Seattle, Washington, in 1995 with the mission of making a company "that could sell everything possible online". Amazon started off by selling books as books had a global market, long shelf life and were easy to deliver. In 1995, Amazon was known as the "earth's biggest bookstore".

By 1998, Amazon's sales were \$610 million and the company had more than 13 million worldwide customers. By the end of 1998, it diversified its merchandise to computer related products, furniture, clothes, toys, jewellery, and food. Amazon focused on investments in new and existing markets; it was clear that it did not expect to make profits for the first four to five years of entering the market...

## EXCERPTS

### INDIAN ONLINE RETAIL MARKET

The Indian online retail market was growing since 2009, fueled by favorable consumer demographics with a young tech-savvy population and rising income levels. A phenomenal growth in smartphones and the falling prices of 4G web access also contributed to the growth. Reports highlighted the fact that in 2015, young consumers in the age group of 15-35 years accounted for 75% of online sales, and 50% of online purchases were made using downloaded mobile apps.

Technology driven online payments like e-money wallets and net-banking facilities also aided online purchases. In the price sensitive market, consumers found cheaper prices online and a wide variety of stores offering a wide range of products. Online sales came not only from big metros but also from 2100 small cities and towns of India. ..

### INDIAN CONSUMERS

The Indian online market presented unique issues to companies. Cash-on-delivery (COD) was the most common mode of payment in India for online purchases. The Indian consumer psyche did not approve of online payment...



## **THE COMPETITIVE ARENA**

The online product categories and quantity ordered were rising in India. The rate of growth of online sales was the fastest in the world. India's online retail grew by almost three times from \$4.5 billion in 2014 to \$12 billion in 2015. The competition in the Indian online retail market was very intense. Analysts said no battle was more intense than the fight for the Indian online market share...

### **FLIPKART**

Flipkart was the leader in the Indian online retail business in terms of sales of Gross Merchandise Value (GMV )...

### **SNAPDEAL**

Snapdeal was launched in February 2010 in New Delhi. It was ranked second in the Indian online retail business in terms of sales of GMV. ..

## **AMAZON'S INDIA STRATEGY**

Amazon began to pursuing pursue its plan to become the leader in the Indian online retail market by using a different business model than the one it followed in developed countries. It faced a few deficiencies in infrastructure and operational gridlocks in India. ..

### **LOCALIZATION**

Amazon localized its operations. It adapted itself to working on the cash on delivery payment mode, which was quite unlike the pre-paid online payment system in the company's global transactions...

### **LAST MILE DELIVERY**

Amazon delivered its orders in India using delivery boys who used motorcycles and, during peak sales seasons used the three-wheeled auto-rickshaws. ..

### **INCREASING CUSTOMER BASE**

In early 2012, to cater to the price sensitive Indian consumers, Amazon launched Jungle.com: a platform for customers to compare prices. Within two years, in 2014, 100,000 offline and 2,000 online sellers were using Jungle.com...

### **TAKING ON INDIA**



At the end of 2015, Amazon had announced that it would invest another \$ 5 billion in India and invested \$ 565.53 million for the year 2015. In 2015, its losses were 1.5 times its sales – while sales were \$157.23 million, losses were \$ 265.23 million. ...

## **EXHIBITS**

Exhibit I: A Comparison between Flipkart, Snapdeal, and Amazon India

Exhibit II: Flipkart's Acquisitions

Exhibit III: Snapdeal's Acquisitions





**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24  
**Result Sheet- CCE 2 (Assignment)**

MBA -Year II  
Subject Name: 301 SM

SEM- III

Div- A  
Subject Teacher: Dr. Vikas Barbate  
Maximum Marks: 25

Roll No.	Name of Student	Marks
2224101	ARGADE VAIBHAV UTTAM	17
2224102	BAIRAGI SAHIL BHAGWAN	17
2224103	BALAPURE ANIKET RAVINDRA	16
2224104	BANSODE OMKAR RAJENDRA	21
2224105	BARI MRUDULA DIPAK	16
2224106	BHAGAT NIKHIL MOTIRAM	19
2224107	BHALERAO PRASAD NANDKUN	20
2224108	BHANOSE ANIL SOPAN	18
2224109	BHIRDE SANKET MOHAN	17
2224110	BHOIR JYOTI DADABHAU	17
2224111	BHONDAVE AISHWARYA ANAN	17
2224112	BHOSALE MANISHA MAHENDR	18
2224113	BIRADAR AKASH DHANAJI	16
2224114	BODHE SNEHAL SUBHASH	17
2224115	BADHE VAISHNAVI RAJESH	16
2224116	BHAGAT RUPALI SIDDHARTH	17
2224117	CHABUKSWAR SOHAM MOHAN	17
2224118	CHAKRABORTY SAYERI	16
2224119	CHAVAN AISHWARYA PRAKASH	17
2224120	CHAVAN CHETAN SATYAWAN	17
2224121	CHAVAN SWAPNIL SURESH	18
2224122	CHAVAN TEJASHRI SACHIN	17
2224123	CHOUGULE NITIN ANIL	16
2224124	DABHADE SUYASH SATISH	21
2224125	DAMBALE RUSHIKESH ASHOK	21
2224126	DANGÉ ABHISHEK VIJAY	17
2224127	DANGE FARDEEN FIROJ	17
2224128	DARADE ROHINI ASHRUBA	20
2224129	DHAGE DNYANESHWAR KAILAS	18
2224130	DHAVANE RAJ VISHNU	16
2224131	DHAWLE RISHIKESH PARAS	17
2224132	DHERE ABHISHEK MADHAV	17
2224133	DODKE VAISHNAVI PRADIP	16
2224134	DOL TANVI ABHIJEET	17
2224135	DOND PRATIK SHIVAJI	18

Roll No.	Name of Student	Marks
2224136	DORKAR ROUNAK HARIBHAU	17
2224137	DUDHE MOTIRAM DATTRAO	14
2224138	DUMBRE PALLAVI PRADIP	16
2224139	DURANI SARVESH	16
2224140	DUSANE ISHA VIJAY	20
2224141	DHOMSE ROHIT PRABHAKAR	17
2224142	DONE SANTOSH PRALAHADRAO	16
2224143	FULSUNDAR AARTI SURESH	19
2224144	GAIN ASHISH ASHUTOSH	16
2224145	GAVALI OMKAR DATTATRAY	20
2224146	GADE MAYURI RAMESH	19
2224147	GADEKAR NAMITA KAILAS	16
2224148	GAIKWAD GAURAV	17
2224149	GAIKWAD KUNAL TATYARAO	16
2224150	GAIN KUNAL BIDHAN	16
2224151	GAME AMIT SURESH	17
2224152	GANDHI PRIYANKA DINESH	16
2224153	GANORKAR PRATHAMESH VIDY	17
2224154	GAVALI AARTI VIJAY	17
2224155	GAVHANE PRATHAM PRAVIN	16
2224156	GHODAKE RUTUJA SANJAY	18
2224157	GHOTKULE TUSHAR TUKARAM	17
2224158	GHUGE VISHNU SUBHASHRAO	16
2224159	GOSAVI SANDEEP ANANDGIRI	21
2224160	GURAO CHANDRIKA SOMANING	21
2224161	HATEKAR ATUL DADASAHEB	17
2224162	HIWARE SAGAR SADANAND	17
2224163	HUSHAR PRIYANKA ARUN	20
2224164	INGALE HITESH RAVINDRA	18
2224165	INGOLE AANCHAL PRAKASH	16

Date of Display of result: 29/10/23

Date of confirmation of result: 02/11/23

Name and Sign of Subject Teacher



**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24  
Result Sheet- CCE 2 (Assignment)

MBA -Year II  
Subject Name: 301 SM

SEM- III

Div- B

Subject Teacher: Dr. Vikas Barbate

Maximum Marks: 25

Roll No.	Name of Student	Marks
2224201	JADHAV AARYA NARENDRA	18
2224202	JADHAV GANESH NAMDEO	17
2224203	JADHAV VAISHNAVI JADHAV	17
2224204	KADAM HARSHVARDHAN HANU	16
2224205	KADAM OMKAR RAMESH	20
2224206	KADAM PRASAD DNYANESHWAR	17
2224207	KADAM YASH VIVEK	21
2224208	KAKADE MAHESH JAYVANT	17
2224209	KALSI PRABHJOT SINGH SATNAM	17
2224210	KALWALE BRAHMA BABURAO	20
2224211	KAMBLE SAHIL VIJAYKUMAR	16
2224212	KAMTHE ABHIJIT VASANT	16
2224213	KANHEKAR TRUPTI CHANDRAKA	18
2224214	KARADE SADHANA KANTILAL	19
2224215	KARMAL CHAITANYA CHANDRA	21
2224216	KHAIRNAR PUSHPALATA CHHAG	14
2224217	KHOKLE PRAGATI RAMESH	20
2224218	KHUTAL DIVYA GORAKSH	17
2224219	KORDE PRIYANKA SUNIL	16
2224220	KSHIRSAGAR MOHIT MAROTI	17
2224221	KUDALE VISHAL VENKATESH	17
2224222	KULKARNI PRANALI DEEPAK	16
2224223	KUMAR HEMANT	16
2224224	KURHADE RUSHIKESH BALASO	16
2224225	KAMBLE ANJALI	17
2224226	KHANDAGE VAISHNAV MADHU	19
2224227	KUMARI SHALINI	16
2224228	LANDGE SHIVANI SHYAMRAO	17
2224229	LANDAGE SUKANYA NATHAJI	19
2224230	LANGOTE NANDKISHOR GAJANA	16
2224231	LAREB AZAD BHAVNAGARI	17
2224232	LAWAND DHAVALSINH VINODR	18
2224233	LOKHANDE VAIBHAV SHANKAR	18
2224234	MAHAJAN RAHUL LAXMAN	18
2224235	MAIND HIMANSHU DINKAR	19

Roll No.	Name of Student	Marks
2224236	MALGAN SHAFIK NABISAB	17
2224237	MALNAS M KASIM M AMIN	18
2224238	MANGODEKAR BRIJESH SANJAY	18
2224239	MESHRAM APEKSHA RAJENDRA	19
2224240	MESHRAM PRIYANKA DEVENDRA	16
2224241	MIRZA NAZIA SAHABJAN	14
2224242	MISAL SAPANA VIJAY	18
2224243	MOHOD BHUSHAN BHAURAO	16
2224244	MOHOD CHETANA BHAURAO	16
2224245	MORANKAR NIKITA SURESH	16
2224246	MORE AKASH GANESH	18
2224247	MORE ANKIT SANJAY	17
2224248	MORE MOHIT MANOHAR	18
2224249	MORE OMKAR SUNIL	17
2224250	MORE PRAGATI SANJAY	17
2224251	MULEGAON RUTUJA MAHADEV	18
2224252	MUNJEWAR SAJID FARUK	17
2224253	MASKE MITHILA VILAS	16
2224254	NAGRANI SUMAN SUNIL	21
2224255	NANEKAR PRASAD POPAT	21
2224256	NAVGIRE HARSHA YOUNVRAJ	17
2224257	NIKAM DHANSHRI GANESH	17
2224258	NIRMALKAR TRUPTI NETAJI	20
2224259	PACHARNE POOJA BALU	18
2224260	PALASPAGAR SNEHA SANJAY	16
2224261	PANHALKAR PRAVIN BALASAHE	19
2224262	PARASKAR GAYATRI GAJANAN	16
2224263	PATIL GHANSHYAM PRAKASH	17
2224264	PATIL SEJAL ASHOK	19
2224265	PATIL TANAY SUBHASH	16

Date of Display of result: 29/10/23

Date of confirmation of result: 02/11/23



Name and Sign of Subject Teacher



**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24

**Result Sheet- CCE 2 (Assignment)**

MBA -Year II

SEM- III

Div- C

Subject Name: 301 SM

Subject Teacher: Dr. Vikas Barbate

Maximum Marks:

25

Roll No.	Name of Student	Marks
2224301	PATIL VAIBHAV KIRAN	20
2224302	PAWAR SHARWIL MILIND	20
2224303	PAWAR SRUSHTI ARUN	19
2224304	PHUNDE SONALI NIWRATTI	20
2224305	PIMPLE SHRIKRUSHNA SUDHA	19
2224306	PINGALE PALLAVI YADAVRAO	18
2224307	PONGANTI SAUMYA KAILASH	20
2224308	PRAJAPATI ABHIJEET MAHAVE	20
2224309	PUJARI SANTOSH SIDHANNA	20
2224310	PAGARE ARJUN DINESH	16
2224311	PATIL SUMIT	17
2224312	QURESHI TANVEER	20
2224313	RAHANGDALE ANKITA DEVIDA	18
2224314	RAJBHAR ANISHA SATISH	20
2224315	RAMTEKE SAKSHI ASHOK	20
2224316	RANDIVE PRATIK ARVIND	20
2224317	RATHOD AKASH ANIL	18
2224318	RAMTEKE DILKHUSH SHIVHAR	20
2224319	SONAWANE DHAVAL SAGARS	20
2224320	SARAP NITIN SHIVHARI	16
2224321	SETHIYA VARDHMAN DILIP	20
2224322	SHARMA SUNIL KANAHIYALAL	20
2224323	SHINDE HANUMAN ARJUNA	16
2224324	SANJEKAR VIJETA BHARAT	20
2224325	SAPKALE ASHUTOSH NITIN	14
2224326	SARNAIK PRATIKSHA PANDITR	16
2224327	SARODE SANKET GIRISH	20
2224328	SATHE ADITYA RAMESH	20
2224329	SHAH SAHIL NARESH	20
2224330	SHAIKH FIZA ZAFAR	20
2224331	SHAIKH MOHAMMED AFZAL R	16
2224332	SHEJAL AKASH GOVARDHAN	19
2224333	SHELAR PRIYANKA RAMCHAND	17
2224334	SHINDE AKSHAY DHANANJAY	20

Roll No.	Name of Student	Marks
2224335	SHINDE PRATIKSHA GANESH	20
2224336	SHINDE PRATIKSHA MANOHAR	20
2224337	SHINGATE PANKAJ HANUMANT	20
2224338	SHIRSATH MANSI NITIN	20
2224339	SHITOLE SHIVRAJ RAJENDRA	18
2224340	SINGH PRAVIN DEVENDRA	20
2224341	SINHA ABHISHEK	20
2224342	SONAVANE RUSHIKESH DATTATR	19
2224343	SONAWANE ABHISHEK ASHOK	20
2224344	SONAWANE DIPTESH RAJENDRA	17
2224345	SONI MITESH NARESH	20
2224346	SURVE VIRAJ MACHINDRA	18
2224347	TAMBE MAHESHWARI RAMESH	19
2224348	TAMBE OMKAR SANTOSH	20
2224349	TAWARE SHUBHAM SURESH	20
2224350	THAKUR KRISHNA SHARADSINGH	20
2224351	THITE AMAN KAILAS	18
2224352	THORAT OMKAR PRAKASH	20
2224353	THORAT PRANJAL RAMDAS	20
2224354	TIWARI RUSHIKESH NARAYAN	16
2224355	UGHADE CHARUDATTA JITENDRA	20
2224356	VIDHATE MADHURI DEVIDAS	20
2224357	VAISH HARSH NANDKISHOR	16
2224358	WAGH ARVIND SHIVCHARAN	20
2224359	WAGHERE AJINKYA ARUN	14
2224360	WAGHMARE RUTUJA BHAGWAN	16
2224361	WAGHMARE SHUBHAM SURESH	20
2224362	WARAKE HEMALI LALIT	20
2224363	WAVHAL TUSHAR VIKAS	20
2224364	YADAV DEEPTI OMPRAKASH	20
2224365	YADAV HRITHIK AJAY	19
2224366	YADAV SUPRIYA DUDHNATH	20

Date of Display of result: 29/10/23

Date of confirmation of result: 02/11/23

  
Name and Sign of Subject Teacher



**Sub: Strategic Management (301)-Answer keywords**

**Note:- Each question carry equal marks**

1. Define strategy and tactics. Explain the differences between them

Ans:

is a general plan to achieve one or more long-term or overall goals under conditions of uncertainty. strategy is the action plan that takes you where you want to go, the tactics are the individual steps and actions that will get you there. In a business context, this means the specific actions teams take to implement the initiatives outlined in the strategy.

1. Explain the characteristics of a good mission statement.

Ans:

The mission statement is supposed to be a summary of why you exist and what you do. It is a description of the present, not a vision for the future. If it bears little or no resemblance to the organisation that your staff know it will achieve little.

2. Define the following with examples a. CSF b. KPI and c. KRA

Ans:

CSFs, critical success factors, and KPIs, key performance indicators, can both help a business gain success. While CSFs are actions a business takes to achieve its goals, KPIs are metrics that show a business's progress. Outlining and optimizing its CSFs and KPIs can enable a company to perform well and increase profits. In this article, we discuss the definitions of CSFs and KPIs and various differences between the two.

CSFs are the ways a company can accomplish its goals. They are the tasks, methods, tools, skills, mindsets and other components necessary for a business's operation and prosperity. In order to know their CSFs, a company's leaders first have to create a mission, goals and definitions of success. They can use the SMART method to form goals that are specific, measurable, attainable, relevant and time-based. Some common business objectives are increasing sales, improving customer satisfaction, building a powerful brand and aiding employee productivity. CSFs can act as an outline of steps to reach these objectives.

KPIs are signs of how well a company is doing, or its capabilities and effectiveness. They are data points that measure and show whether a company is meeting its goals, and whether its CSFs are working properly. KPIs are usually numbers, percentages or ratios that quantify a company's success. A company's team can choose KPIs based on how their operations work and what objectives they have.

KRA stands for key results area. The difference between KRA and KPI is in what they measure. KPIs measure how a system is functioning, while KRAs measure the results from certain actions within a system.



2. Explain the levels at which strategies can be formulated with suitable examples

Ans: The 3 Levels of Strategy are:

1. Corporate Level Strategy.
2. Business Level Strategy.
3. Functional Level Strategy

Business level strategies are more focused than corporate level strategies, but not nearly as focused as functional level strategies. If, for example, your corporate level strategy was to increase market share, your business level strategy might be: Broaden exposure. Increase marketing budget.

3. What is industry analysis. Explain Porters Model of industry analysis with examples

Ans: Five forces by porter are as follows: Competitors in the industry; Threat of new entrants; Bargaining power of suppliers; Bargaining power of buyers; Threat of substitutes. Competitors operating in the same industry may drive profit margins and revenue down for any given company.

or

3. Explain the steps in the process of strategic management Conduct an industry analysis for any industry of your choice.

Ans:

**What are the 5 steps of the strategic management process?**

1. Goal setting. The strategic management process is all about creating a roadmap to help you achieve your vision.
  2. Environmental scanning and analysis. The next part of the process is analysis. ...
  3. Strategy formulation.
  4. Strategy implementation.
  5. Strategy evaluation.
4. Who are the stakeholders in business? Explain their role in strategic management.

Ans: Key stakeholders to be involved in strategic planning are those having a vested interest in the success of the organization. They include employees, unions, customers, vendors, shareholders, regulatory agencies, owners, supply chain partners, community members, and others who depend on and/or serve the organization.

or

4. Prepare a ETOP for any organization of your choice.

Ans: Environmental Threat and Opportunity Profile (ETOP).

The Environmental factors are quite complex and it may be difficult for strategy managers to classify them into neat categories to interpret them as opportunities and threats. A matrix of comparison is drawn where one item or factor is compared with other items after which the scores arrived at are added and ranked for each factor and total weight age score calculated for prioritizing each of the factors. ETOP Preparation:

The preparation of ETOP involves dividing the environment into different sectors and then analyzing the impact of each sector on the organization. A comprehensive ETOP requires subdividing each environmental sector into sub factors and then the impact of each sub factor on the organization is described in the form of a statement. A summary ETOP may only show the major factors for the sake



of simplicity. The table 1 provides an example of an ETOP prepared for an established company, which is in the Two Wheeler industry.

The main business of the company is in Motor Bike manufacturing for the domestic and exports markets. This example relates to a hypothetical company but the illustration is realistic based n the current Indian business environment. **Table 1: Environmental Threat and Opportunity Profile**

**(ETOP) for a Motor Bike company:**

Environmental Sectors	Impact of each sector
Social (↑)	Customer preference for motorbike, which are fashionable, easy to ride and durable.
Political (→)	No significant factor.
Economic (↑)	Growing affluence among urban consumers; Exports potential high.
Regulatory (↑)	Two Wheeler industry a thrust area for exports.
Market (↑)	Industry growth rate is 10 to 12 percent per year, For motorbike growth rate is 40 percent, largely Unsaturated demand.
Supplier (↑)	Mostly ancillaries and associated companies supply parts and components, REP licenses for imported raw materials available.
Technological (↑)	Technological up gradation of industry in progress. Import of machinery under OGL list possible.

As shown in the table motorbike manufacturing is an attractive proposition due to the many opportunities operating in the environment. The company-can capitalize on the burgeoning demand by taking advantage of the various government policies and concessions. It can also take advantage of the high exports potential that already exists.

5. Define the following terms with suitable example

- a. Vision : A vision statement is an organization's declaration of its mid-term and long-term goals, stating what they want to become in the future. Vision statements act as a goal for a company to strive toward. Vision statements are often confused with mission statements.



b. Mission : An organizational mission, also known as a mission statement, is a brief, broad statement about an organization's goals and how it intends to meet those goals. It often addresses what the organization offers and how it hopes to serve its customers, community, employees, investors or other stakeholders. To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.

c. Goal- These include specific, day-to-day operational tasks needed to run a business and help drive scalability and business growth. Key organizational goals can also include: employee and management performance, productivity, profitability, innovation, market share and social responsibility goals.

d. Objectives : Depending on the organization, objectives may include:

- Employee performance ratings.
- Productivity measures.
- Revenue goals.
- Social responsibility initiatives.
- Customer satisfaction measures.



# ASM's Institute of Professional Studies, Pimpri, Pune – 411 018

CCE-1 (Assignment) - 25 marks

MBA-II Year Semester-III

AY 2023-24

Date

**Sub: Strategic Management (301)**

**Note:- Each question carry equal marks**

1. Define strategy and tactics. Explain the difference between them  
**or**
1. Explain the characteristics of a good mission statement
2. Define the following with examples a. CSF b. KPI and c. KRA  
**or**
2. Explain the levels at which strategies can be formulated with suitable examples
3. What is industry analysis. Explain Porters Model of industry analysis with examples  
**or**
3. Explain the steps in the process of strategic management Conduct an industry analysis for any industry of your choice
4. Who are the stakeholders in business? Explain their role in strategic management  
**or**
4. Prepare a ETOP for any organization of your choice
5. Define the following terms with suitable example
  - a. Vision
  - b. Mission
  - c. Goal and
  - d. Objectives





**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24  
Result Sheet- CCE 1 (Online MCQ)

MBA -Year II

SEM- III

Div- A

Subject Name: 301 SM

Subject Teacher: Dr. Vikas Barbate  
Maximum Marks: 25

Roll No.	Name of Student	Marks
2224101	ARGADE VAIBHAV UTTAM	20
2224102	BAIRAGI SAHIL BHAGWAN	18
2224103	BALAPURE ANIKET RAVINDRA	17
2224104	BANSODE OMKAR RAJENDRA	17
2224105	BARI MRUDULA DIPAK	16
2224106	BHAGAT NIKHIL MOTIRAM	19
2224107	BHALERAO PRASAD NANDKUMAR	20
2224108	BHANOSE ANIL SOPAN	18
2224109	BHIRDE SANKET MOHAN	17
2224110	BHOIR JYOTI DADABHAU	17
2224111	BHONDAVE AISHWARYA ANAND	17
2224112	BHOSALE MANISHA MAHENDRA	18
2224113	BIRADAR AKASH DHANAJI	16
2224114	BODHE SNEHAL SUBHASH	17
2224115	BADHE VAISHNAVI RAJESH	16
2224116	BHAGAT RUPALI SIDDHARTH	17
2224117	CHABUKSWAR SOHAM MOHAN	17
2224118	CHAKRABORTY SAYERI	16
2224119	CHAVAN AISHWARYA PRAKASH	17
2224120	CHAVAN CHETAN SATYAWAN	17
2224121	CHAVAN SWAPNIL SURESH	18
2224122	CHAVAN TEJASHRI SACHIN	17
2224123	CHOUGULE NITIN ANIL	16
2224124	DABHADE SUYASH SATISH	21
2224125	DAMBALE RUSHIKESH ASHOK	21
2224126	DANGE ABHISHEK VIJAY	17
2224127	DANGE FARDEEN FIROJ	17
2224128	DARADE ROHINI ASHRUBA	20
2224129	DHAGE DNYANESHWAR KAILAS	18
2224130	DHAVANE RAJ VISHNU	16
2224131	DHAWLE RISHIKESH PARAS	17
2224132	DHERE ABHISHEK MADHAV	17
2224133	DODKE VAISHNAVI PRADIP	16
2224134	DOL TANVI ABHIJEET	17
2224135	DOND PRATIK SHIVAJI	18

Roll No.	Name of Student	Marks
2224136	DORKAR ROUNAK HARIBHAU	17
2224137	DUDHE MOTIRAM DATTRAO	14
2224138	DUMBRE PALLAVI PRADIP	16
2224139	DURANI SARVESH	16
2224140	DUSANE ISHA VIJAY	20
2224141	DHOMSE ROHIT PRABHAKAR	17
2224142	DONE SANTOSH PRALAHADRAO	16
2224143	FULSUNDAR AARTI SURESH	19
2224144	GAIN ASHISH ASHUTOSH	16
2224145	GAVALI OMKAR DATTATRAY	20
2224146	GADE MAYURI RAMESH	19
2224147	GADEKAR NAMITA KAILAS	16
2224148	GAIKWAD GAURAV	17
2224149	GAIKWAD KUNAL TATYARAO	16
2224150	GAIN KUNAL BIDHAN	16
2224151	GAME AMIT SURESH	17
2224152	GANDHI PRIYANKA DINESH	16
2224153	GANORKAR PRATHAMESH VIDY	17
2224154	GAVALI AARTI VIJAY	17
2224155	GAVHANE PRATHAM PRAVIN	16
2224156	GHODAKE RUTUJA SANJAY	18
2224157	GHOTKULE TUSHAR TUKARAM	17
2224158	GHUGE VISHNU SUBHASHRAO	20
2224159	GOSAVI SANDEEP ANANDGIRI	21
2224160	GURAO CHANDRIKA SOMANINC	20
2224161	HATEKAR ATUL DADASAHEB	21
2224162	HIWARE SAGAR SADANAND	20
2224163	HUSHAR PRIYANKA ARUN	19
2224164	INGALE HITESH RAVINDRA	18
2224165	INGOLE AANCHAL PRAKASH	18

Date of Display of result: 19/10/23

Date of confirmation of result: 22/10/23

Name and Sign of Subject Teacher



**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24

Result Sheet- CCE 1 (Online MCQ)

MBA -Year II

SEM- III

Div- B

Subject Name: 301 SM

Subject Teacher: Dr. Vikas Barbate

Maximum Marks:

25

Roll No.	Name of Student	Marks
2224201	JADHAV AARYA NARENDRA	20
2224202	JADHAV GANESH NAMDEO	18
2224203	JADHAV VAISHNAVI JADHAV	17
2224204	KADAM HARSHVARDHAN HANI	17
2224205	KADAM OMKAR RAMESH	20
2224206	KADAM PRASAD DNYANESHWAR	17
2224207	KADAM YASH VIVEK	21
2224208	KAKADE MAHESH JAYVANT	17
2224209	KALSI PRABHJOT SINGH SATNA	17
2224210	KALWALE BRAHMA BABURAO	20
2224211	KAMBLE SAHIL VIJAYKUMAR	16
2224212	KAMTHE ABHIJIT VASANT	16
2224213	KANHEKAR TRUPTI CHANDRAK	18
2224214	KARADE SADHANA KANTILAL	19
2224215	KARMAL CHAITANYA CHANDRA	21
2224216	KHAIRNAR PUSHPALATA CHHA	14
2224217	KHOKLE PRAGATI RAMESH	20
2224218	KHUTAL DIVYA GORAKSH	17
2224219	KORDE PRIYANKA SUNIL	16
2224220	KSHIRSAGAR MOHIT MAROTI	17
2224221	KUDALE VISHAL VENKATESH	17
2224222	KULKARNI PRANALI DEEPAK	16
2224223	KUMAR HEMANT	16
2224224	KURHADE RUSHIKESH BALASO	16
2224225	KAMBLE ANJALI	17
2224226	KHANDAGE VAISHNAV MADH	19
2224227	KUMARI SHALINI	16
2224228	LANDGE SHIVANI SHYAMRAO	17
2224229	LANDAGE SUKANYA NATHAJI	19
2224230	LANGOTE NANDKISHOR GAJAN	16
2224231	LAREB AZAD BHAVNAGARI	17
2224232	LAWAND DHAVALSINH VINOD	18
2224233	LOKHANDE VAIBHAV SHANKAR	18
2224234	MAHAJAN RAHUL LAXMAN	18
2224235	MAIND HIMANSHU DINKAR	19

Roll No.	Name of Student	Marks
2224236	MALGAN SHAFIK NABISAB	17
2224237	MALNAS M KASIM M AMIN	18
2224238	MANGODEKAR BRIJESH SANJAY	18
2224239	MESHARAM APEKSHA RAJENDRA	19
2224240	MESHARAM PRIYANKA DEVENDRA	16
2224241	MIRZA NAZIA SAHABJAN	14
2224242	MISAL SAPANA VIJAY	18
2224243	MOHOD BHUSHAN BHAURAO	16
2224244	MOHOD CHETANA BHAURAO	16
2224245	MORANKAR NIKITA SURESH	16
2224246	MORE AKASH GANESH	18
2224247	MORE ANKIT SANJAY	17
2224248	MORE MOHIT MANOHAR	18
2224249	MORE OMKAR SUNIL	17
2224250	MORE PRAGATI SANJAY	17
2224251	MULEGAON RUTUJA MAHADEV	18
2224252	MUNJEWAR SAJID FARUK	19
2224253	MASKE MITHILA VILAS	20
2224254	NAGRANI SUMAN SUNIL	21
2224255	NANEKAR PRASAD POPAT	19
2224256	NAVGIRE HARSHA YOUVRAJ	18
2224257	NIKAM DHANSHRI GANESH	19
2224258	NIRMALKAR TRUPTI NETAJI	20
2224259	PACHARNE POOJA BALU	19
2224260	PALASPAGAR SNEHA SANJAY	20
2224261	PANHALKAR PRAVIN BALASAHE	20
2224262	PARASKAR GAYATRI GAJANAN	21
2224263	PATIL GHANSHYAM PRAKASH	19
2224264	PATIL SEJAL ASHOK	20
2224265	PATIL TANAY SUBHASH	20

Date of Display of result: 19/10/23

Date of confirmation of result: 22/10/23

Name and Sign of Subject Teacher



**ASM's**  
**INSTITUTE OF PROFESSIONAL STUDIES**

Academic Year-2023-24  
**Result Sheet- CCE 1 (Online MCQ)**

MBA -Year II  
Subject Name: 301 SM

SEM- III

Div- C

Subject Teacher: Dr. Vikas Barbate

Maximum Marks: 25

Roll No.	Name of Student	Marks
2224301	PATIL VAIBHAV KIRAN	20
2224302	PAWAR SHARWIL MILIND	18
2224303	PAWAR SRUSHTI ARUN	17
2224304	PHUNDE SONALI NIWRATTI	17
2224305	PIMPLE SHRIKRUSHNA SUDHA	19
2224306	PINGALE PALLAVI YADAVRAO	18
2224307	PONGANTI SAUMYA KAILASH	20
2224308	PRAJAPATI ABHIJEET MAHAVE	20
2224309	PUJARI SANTOSH SIDHANNA	20
2224310	PAGARE ARJUN DINESH	16
2224311	PATIL SUMIT	17
2224312	QURESHI TANVEER	20
2224313	RAHANGDALE ANKITA DEVIDA	18
2224314	RAJBHAR ANISHA SATISH	20
2224315	RAMTEKE SAKSHI ASHOK	20
2224316	RANDIVE PRATIK ARVIND	20
2224317	RATHOD AKASH ANIL	18
2224318	RAMTEKE DILKHUSH SHIVHAR	20
2224319	SONAWANE DHAVAL SAGARS	20
2224320	SARAP NITIN SHIVHARI	16
2224321	SETHIYA VARDHMAN DILIP	20
2224322	SHARMA SUNIL KANAHIYALAL	20
2224323	SHINDE HANUMAN ARJUNA	16
2224324	SANJEKAR VIJETA BHARAT	20
2224325	SAPKALE ASHUTOSH NITIN	14
2224326	SARNAIK PRATIKSHA PANDITR	16
2224327	SARODE SANKET GIRISH	20
2224328	SATHE ADITYA RAMESH	20
2224329	SHAH SAHIL NARESH	20
2224330	SHAIKH FIZA ZAFAR	20
2224331	SHAIKH MOHAMMED AFZAL R	16
2224332	SHEJAL AKASH GOVARDHAN	19
2224333	SHELAR PRIYANKA RAMCHANI	17
2224334	SHINDE AKSHAY DHANANJAY	20

Roll No.	Name of Student	Marks
2224335	SHINDE PRATIKSHA GANESH	20
2224336	SHINDE PRATIKSHA MANOHAR	20
2224337	SHINGATE PANKAJ HANUMANT	20
2224338	SHIRSATH MANSI NITIN	20
2224339	SHITOLE SHIVRAJ RAJENDRA	18
2224340	SINGH PRAVIN DEVENDRA	20
2224341	SINHA ABHISHEK	20
2224342	SONAVANE RUSHIKESH DATTATR	19
2224343	SONAWANE ABHISHEK ASHOK	20
2224344	SONAWANE DIPTESH RAJENDRA	17
2224345	SONI MITESH NARESH	20
2224346	SURVE VIRAJ MACHINDRA	18
2224347	TAMBE MAHESHWARI RAMESH	19
2224348	TAMBE OMKAR SANTOSH	20
2224349	TAWARE SHUBHAM SURESH	20
2224350	THAKUR KRISHNA SHARADSINGH	18
2224351	THITE AMAN KAILAS	19
2224352	THORAT OMKAR PRAKASH	20
2224353	THORAT PRANJAL RAMDAS	19
2224354	TIWARI RUSHIKESH NARAYAN	18
2224355	UGHADE CHARUDATTA JITENDRA	20
2224356	VIDHATE MADHURI DEVIDAS	21
2224357	VAISH HARSH NANDKISHOR	20
2224358	WAGH ARVIND SHIVCHARAN	19
2224359	WAGHERE AJINKYA ARUN	18
2224360	WAGHMARE RUTUJA BHAGWAN	20
2224361	WAGHMARE SHUBHAM SURESH	21
2224362	WARAKE HEMALI LALIT	20
2224363	WAVHAL TUSHAR VIKAS	21
2224364	YADAV DEEPTI OMPRAKASH	18
2224365	YADAV HRITHIK AJAY	19
2224366	YADAV SUPRIYA DUDHNATH	20

Date of Display of result: 19/10/23

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Name and Sign of Subject Teacher



**ASM's Institute of Professional Studies, Pimpri, Pune – 411 018**

**CCE-1 (Online MCQ) - 25 marks**

**MBA-II Year Semester-III**

**AY 2023-24**

**Date**

**Sub: Strategic Management (301)**

1. Selling all of a company assets in parts for their tangible worth is called \_\_\_\_\_

- A. Unrelated integration
- B. Concentric Diversification
- C. Divestiture
- D. Liquidation

Answer: Liquidation

2. The BCG matrix is based on \_\_\_\_\_

- A. Industry Growth rate and Business strength
- B. Industry attractiveness and Business strength
- C. Industry growth rate and relative market share
- D. Industry Attractiveness and Relative Market share

Answer: Industry growth rate and relative market share

3. A possible and desirable future state of an organization is called \_\_\_\_\_

- A. Vision
- B. Mission
- C. Strategy formulation
- D. Strategy implementation

Answer: Vision

4. What do Cash Cows symbolize Stable in BCG matrix?

- A. Invest
- B. Remain Diversified
- C. Stable
- D. Liquidate

Answer: Stable

5. What are the guides to decision making?

- A. Procedures
- B. Rules
- C. Policies
- D. Goals

Answer: Policies

6. Buying another company by one company means \_\_\_\_\_

- A. Joint venture
- B. Acquisition
- C. Merger
- D. Amalgamation

Answer: Acquisition

7. In strategic thinking, how long is the long term, approximately?

- A. 3 to 5 years
- B. 2 to 3 years
- C. 1 month to 1 year
- D. More than 5 years

Answer: More than 5 years



8. Strategy is developed by the visionary chief executive in \_\_\_\_\_ of strategic management

- A. adaptive mode
- B. planning mode
- C. strategic mode
- D. entrepreneurial mode

Answer: entrepreneurial mode

9. Which environment can create new market and new business segments?

- A. Technological environment
- B. Economic environment
- C. Socio cultural environment
- D. Political environment

Answer: Technological environment

10. Low cost, Differentiation and Focus are examples of \_\_\_\_\_

- A. Business strategies
- B. Corporate strategies
- C. Operational strategies
- D. Functional strategies

Answer: Business strategies

11. The word tactics is most likely to be associated with \_\_\_\_\_

- A. Business strategy
- B. Operational strategy
- C. Corporate strategy
- D. All of the above

Answer: Operational strategy

12. Stability strategy is a \_\_\_\_\_ strategy.

- A. corporate level
- B. functional level
- C. strategic level
- D. business level

Answer: corporate level

13. What is the starting point of strategic intent?

- A. Goals
- B. Objectives
- C. Mission
- D. Vision

Answer: Vision

14. Marketing strategy is a \_\_\_\_\_ type of strategy

- A. corporate strategy
- B. Growth strategy
- C. functional strategy
- D. business level

Answer: functional strategy

15. Corporate level strategy deals with \_\_\_\_\_

- A. objectives of specific operations
- B. objectives of the corporate
- C. objectives of specific functions
- D. objective of Single strategic Business Unit

Answer: objectives of the corporate

16. Strategic Management handles \_\_\_\_\_

- A. management issues



- B. external issues
- C. administrative issues
- D. internal issues

Answer: external issues

17. Strategies are the means by which long term objectives will be achieved

- A. Policies
- B. Strategies
- C. Opportunities
- D. Strength

Answer: Strategies

18. How many cells are in a SWOT matrix?

- A. 6
- B. 9
- C. 2
- D. 3

Answer: 9

19. The magnitude and changes that may affect an organization is survival owing to all of the following except \_\_\_\_\_

- A. Demographics
- B. E-commerce
- C. Dubious firms
- D. Merger-mania

Answer: Dubious firms

20. Which strategies improve internal weaknesses by taking advantage of external opportunities?

- A. WO
- B. SO
- C. ST
- D. SW

Answer: WO

21. When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit.

- A. Competitive
- B. Economic
- C. Political
- D. Multinational

Answer: Political

22. According to the BCG matrix SBU comprising products in an attractive industry but representing little market share would be referred to as \_\_\_\_\_

- A. a star
- B. a dog
- C. a question mark
- D. a cash cow

Answer: A question mark

23. Which would be classified as a stakeholder?

- A. Banks
- B. Communities
- C. Suppliers
- D. Communities Banks Suppliers

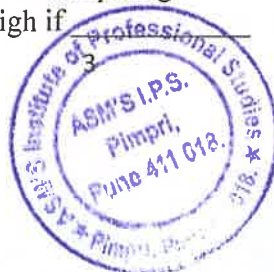
Answer: Communities Banks Suppliers

24. Strategic business units \_\_\_\_\_

- A. Carry out strategies assigned by the CEO
- B. Are found in one-business organizations
- C. Implement the marketing function's strategic planning and management decisions
- D. Develop their own unique way of competing

Answer: Develop their own unique way of competing

25. Bargaining power of customers is high if



- A. Differentiation of competitors product is low
- B. The buyer has little information about the market
- C. Switching costs are low for substitute products
- D. The buyer requires a high quality product for own production

Answer: Differentiation of competitors product is low

26. The sketch of the BCG matrix, what is the label of the horizontal axis?

- A. Market growth rate
- B. Market share
- C. Business strength
- D. Industry growth rate

Answer: Market share

27. Technological advancements can create Competitive advantage besides many other existing powerful advantages for the businesses?

- A. Competitive
- B. Social
- C. Environmental
- D. Economic

Answer: Competitive

28. All of the following are key opportunities and threats in external environment because of political, government and legal forces except \_\_\_\_\_

- A. Patent law
- B. Cross boarder relationship
- C. Social security program
- D. Tax rate

Answer: Social security program

29. The primary benefit brought from restructuring is \_\_\_\_\_

- A. increased morale
- B. cost reduction
- C. employee involvement
- D. increased number and organizational hierarchy

Answer: cost reduction

30. Internal audit is done \_\_\_\_\_

- A. After external audit
- B. Before external audit
- C. Vertical to external audit
- D. Parallel to external audit

Answer: Parallel to external audit



**ASM's Institute of Professional Studies, Pimpri, Pune – 411 018**

**CCE-1 (MCQ) - 25 marks**

**MBA-II Year Semester-III**

**AY 2023-24**

**Date:**

**Sub: Strategic Management (301)**

- 
1. Selling all of a company assets in parts for their tangible worth is called \_\_\_\_\_
    - A. Unrelated integration
    - B. Concentric Diversification
    - C. Divestiture
    - D. Liquidation
  2. The BCG matrix is based on \_\_\_\_\_
    - A. Industry Growth rate and Business strength
    - B. Industry attractiveness and Business strength
    - C. Industry growth rate and relative market share
    - D. Industry Attractiveness and Relative Market share
  3. A possible and desirable future state of an organization is called \_\_\_\_\_
    - A. Strategy implementation
    - B. Mission
    - C. Vision
    - D. None of the above
  4. What do Cash Cows symbolize Stable in BCG matrix?
    - A. Invest
    - B. Remain Diversified
    - C. Stable
    - D. Liquidate
  5. What are the guides to decision making?
    - A. Procedures
    - B. Rules
    - C. Policies
    - D. Goals
  6. Buying another company by one company means \_\_\_\_\_
    - A. Joint venture
    - B. Acquisition
    - C. Merger
    - D. Amalgamation
  7. In strategic thinking, how long is the long term, approximately?
    - A. 3 to 5 years
    - B. 2 to 3 years
    - C. 1 month to 1 year
    - D. More than 5 years
  8. Strategy is developed by the visionary chief executive in \_\_\_\_\_ of strategic management
    - A. adaptive mode
    - B. planning mode
    - C. strategic mode
    - D. entrepreneurial mode
  9. Which environment can create new market and new business segments?
    - A. Technological environment





- B. Economic environment
  - C. Socio cultural environment
  - D. Political environment
10. Low cost, Differentiation and Focus are examples of \_\_\_\_\_
- A. Business strategies
  - B. Corporate strategies
  - C. Operational strategies
  - D. Functional strategies
11. The word tactics is most likely to be associated with \_\_\_\_\_
- A. Business strategy
  - B. Operational strategy
  - C. Corporate strategy
  - D. All of the above
12. Stability strategy is a \_\_\_\_\_ strategy.
- A. corporate level
  - B. functional level
  - C. strategic level
  - D. business level
- Answer: corporate level
13. What is the starting point of strategic intent?
- A. Goals
  - B. Objectives
  - C. Mission
  - D. Vision
14. Marketing strategy is a \_\_\_\_\_ type of strategy
- A. corporate strategy
  - B. Growth strategy
  - C. functional strategy
  - D. business level
15. Corporate level strategy deals with \_\_\_\_\_
- A. objectives of specific operations
  - B. objectives of the corporate
  - C. objectives of specific functions
  - D. objective of Single strategic Business Unit
16. Strategic Management handles \_\_\_\_\_
- A. management issues
  - B. external issues
  - C. administrative issues
  - D. internal issues
17. Strategies are the means by which long term objectives will be achieved
- A. Policies
  - B. Strategies
  - C. Opportunities
  - D. Strength
18. How many cells are in a SWOT matrix?
- A. 6 B. 9 C. 2 D. 3
19. The magnitude and changes that may affect an organization is survival owing to all of the following except \_\_\_\_\_
- A. Demographics
  - B. E-commerce
  - C. Dubious firms
  - D. Merger-mania



20. Which strategies improve internal weaknesses by taking advantage of external opportunities?  
A. WO      B. SO      C. ST      D. SW
21. When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit.  
A. Competitive  
B. Economic  
C. Political  
D. Multinational
22. According to the BCG matrix SBU comprising products in an attractive industry but representing little market share would be referred to as \_\_\_\_\_  
A. a star  
B. a dog  
C. a question mark  
D. a cash cow
23. Which would be classified as a stakeholder?  
A. Banks  
B. Communities  
C. Suppliers  
D. Communities Banks Suppliers
24. Strategic business units \_\_\_\_\_  
A. Carry out strategies assigned by the CEO  
B. Are found in one-business organizations  
C. Implement the marketing function's strategic planning and management decisions  
D. Develop their own unique way of competing
25. Bargaining power of customers is high if \_\_\_\_\_  
A. Differentiation of competitors product is low  
B. The buyer has little information about the market  
C. Switching costs are low for substitute products  
D. The buyer requires a high quality product for own production



Semester III Generic Core (GC) Courses - Semester III

**301– Strategic Management 3 Credits LTP: 2:1:1 Compulsory Generic Core Course**

Course Outcomes: On successful completion of the course the learner will be able to

CO# COGNITIVE ABILITIES COURSE OUTCOMES

CO301.1 REMEMBERING- CO301.2 UNDERSTANDING- EXPLAIN the various facets of Strategic Management in a real world context.

CO301.2 UNDERSTANDING- DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.

CO301.3 APPLYING- INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.

CO301.4 ANALYSING- EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.

CO301.5 CREATING- DEVELOP the capability to view the firm in its totality in the context of its environment.

1. Understanding Strategy: Concept of strategy, Levels of Strategy - Corporate, Business and Functional. Strategic Management - Meaning and Characteristics. Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management. Strategic Intent – Meaning, Hierarchy, Attributes, Concept of Vision & Mission - Process of envisioning, Difference between vision & mission. Characteristics of good mission statements. Business definition using Abell's three dimensions. Objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA). Components of a strategic plan, Analyzing Company's External Environment: Environmental appraisal, Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis - Porter's Five Forces Model of competition, Entry & Exit Barriers. (7+2)

2. Analyzing Company's Internal Environment: Resource based view of a firm. Analyzing Company's Resources and Competitive Position - meaning, types & sources of competitive advantage, competitive parity & competitive disadvantage. VRIO Framework, Core Competence, characteristics of core competencies, Distinctive competitiveness. Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter's Model: primary & secondary activities. Organizational Capability Profile: Strategic Advantage Profile, Concepts of stretch, leverage & fit, ways of resource leveraging – concentrating, accumulating, complementing, conserving, recovering. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model. (7+2)

3. Generic Competitive Strategies: Meaning of generic competitive strategies, Low cost, Differentiation, Focus – when to use which strategy. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies. (7+2)

4. Strategy Implementation: Barriers to implementation of strategy, Mintzberg's 5 Ps – Deliberate & Emergent Strategies. Mc Kinsey's 7s Framework. Organization Structures for Strategy



Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design for stable Vs. turbulent environment, Business Continuity Planning. Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. Corporate Culture: Building Learning organizations, promoting participation through technique of Management by Objectives (MBO). Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy – Concept of Balanced scorecard for strategy evaluation. (7+2)

5. Blue Ocean Strategy: Difference between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvas & Value Curves, Four Action framework. Business Models: Meaning & components of business models, models for Internet Economy– E-Commerce Business Models and Strategies – Internet Strategies for Traditional Business –Virtual Value Chain. Sustainability & Strategic Management: Start ups- growth and reasons for decline. Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits. (7+2)

Suggested Text Books:

1. Strategic Management and Business Policy by Azhar Kazmi, Tata McGraw-Hill
2. Strategic Management by Ireland, Hoskisson & Hitt, Indian Edition, Cengage Learning
3. Crafting and Executing Strategy- The Quest for Competitive Advantage by Thompson, Strickland, Gamble & Jain, Tata McGraw-Hill
4. Concepts in Strategic Management & Business Policy by Thomas L. Wheelen & J. David Hunger, Pearson

Suggested Reference Books:

1. Strategic Management by Dr. Yogeshwari L. Giri
2. Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter, First Free Press Edition
3. Competing for the Future by Gary Hamel & C.K. Prahalad, .
4. Blue Ocean Strategy by Kim & Mauborgne

