

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015  
STRATEGIC MANAGEMENT; BA (H)-602 (PART B)  
BBA – VIII**

Date: June 15, 2015

Max Time: 1 Hrs

Max Marks: 30

**INSTRUCTIONS:**

1. **Attempt all questions. Do not write anything on the question paper.**
2. **Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

**Q-2** Asian Foods was established by Mr. Anwar in 1971. The business started in two rooms of his house in which he with his wife use to prepare pickles, chuttnies and spices and sell in the other room. In 1975 he hired five sales people, who started selling the items in different parts of the city to consumers, restaurants and grocery stores. MR Anwar had a dream to 'make every person enjoy food with taste and health'. He always kept this in focus. In 1980 Mr. Anwar decided to establish his own outlets in the city (within two years) to sell the items. His wife gave an idea to expand the business to other parts of the country and that idea clicked to Mr. Anwar. He planned to open branches in all the major cities of Pakistan by the end of 1985. But the problem was that he did not have capacity to increase production, nor he had sufficient staff. To deal with the problem he came up with a solution. He hired employees for production, and distribution. The employees were very hard working but they could not produce desired results and their performance was not satisfactory to Mr. Anwar. The major reason was that they were not having the needed skills. Beside this factor, other factors behind poor performance were irrationally assigned jobs to people; moreover the employees sufficiently did have resources which they needed. Despite of all the problems the company kept growing in the years later. The first company profile was printed in 1986 in which he mentioned that the purpose of his business , which was to 'make meals an enjoying event for people by providing quality foods items at reasonable rates, and to earn profits through high volume of satisfying products and development of employees' .

**Required:**

- a) Extract out the vision and mission of the business?
- b) State the strategic objective(s) of the business and what type of plans he made to accomplish them?

**Note:** Answer for each statement must not exceed one page of your answer script

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**Q-3** The statements given below are false. Why? (attempt any two) 06

**Note:** Answer for each statement must not exceed half page of your answer script

- a) Company must frequently keep changing its Mission Statement
- b) In organizations 'good decision making' does need integrating intuition and analysis
- c) Divisional structure is best suitable for a small scale company that operates in one industry only

**Q-4** Analyze telecom industry of Pakistan using Michael Porters Five Force Model 05

**Note:** Your answer must not exceed half page of your answer script

**Q-5** Write short notes on **Any 5** of the following: 10

- a) Hierarchy of goals
- b) Horizontal and vertical consistency
- c) First Mover Advantage
- d) Value Chain Analysis
- e) Portfolio Analysis
- f) Balance Scorecard
- g) Leverage Buyout

**Note:** each note must not exceed half page of your answer script

**Q-6** Dubai-Pak C. was started in 2000. The company manufactures stationery items. The company remained very successful in the first five years. By 2006 the company started to face lot of problems both internally and externally, and the performance of the company went down significantly. The managers realized that the company had to embrace strategic management to successfully progress in the future. The top management got busy in formulating strategies for the company and by the end of 2006 the company had developed its five years strategic plan. After formulating the strategies the managers got relaxed as they were thinking that the toughest part (in connection to strategic management of the company) was done. What do you think? The toughest job was really done? Could the manager relax? Why? Why not? 03

**Note:** answer must not exceed half page of your answer script

**END OF SUBJECTIVE PAPER**