

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Vidya Vihar, Mumbai- 400077

Programme: PGDM - Communication

Batch: 2018-20, Trimester III, Academic Year: 2018-19

Course: **Strategic Management**

(End Term Examination)

Maximum Marks: 50
2019
Duration: 3 hours

Date: April 1,

Instructions:

1. Q 1 - A Case is Provided with Question Paper: YourStory: Strategically Communicating Entrepreneurial Journeys; Atul Arun Pathak, Sunil Kumar Sarangi; W17590-PDF-ENG
 - a. First 10 set of sub-questions are based on the Case. Solve any 6 sub-questions
 - b. Sub-question 1.10 is compulsory.**
2. Q 2 - For last 7 set of sub-questions, write short notes on any 4 out of the 7 topics.
3. Others
 - a. Present answers clearly using strategy framework, examples, figures and tables.
 - b. Make logical assumptions when required and clearly state the same.
 - c. Follow instructions and marks mentioned along with each question.

1. Case Analysis (refer to Case, answer any 6 sub-questions, 5 Marks each) (30 Marks)

- 1.1. What kind of generic strategy YourStory follows?
- 1.2. Why should YourStory do events rather than focusing only on online stories?
- 1.3. Analyse the business model of YourStory.
- 1.4. Explain YourStory as a Platform Business.
- 1.5. Describe PEST analysis for YourStory.
- 1.6. Is the Indian online media industry an attractive industry to be in?
- 1.7. Analyse the competitors of YourStory.
- 1.8. What are the growth alternatives available to YourStory?
- 1.9. What criteria should guide prioritization of alternatives?
- 1.10. What is the best strategy (or alternative) for YourStory and why?**

2. Write Short Notes (answer any 4 sub-questions, 5 Marks each) (20 Marks)

- 2.1. Grand Strategies
- 2.2. Value net
- 2.3. Functional Strategies
- 2.4. Value Chain Analysis
- 2.5. Resource Based View
- 2.6. SWOT Analysis
- 2.7. Strategic Management Process