

TEST PAPER

STRATEGIC MANAGEMENT

CHAPTER-5 Formulation of Functional Strategy

- 1. What is logistics strategy? What are the areas to examine while developing a logistics strategy? (4 marks)**
- 2. What do you understand by the term marketing mix? Discuss its various constituents. (5 marks)**
- 3. What do you mean by financial strategy of an organization? How the worth of a business is evaluated? (5 marks)**
- 4. State with reasons which of the following statements is correct / incorrect : (4 marks)**
 - (a) PLC is an S shaped curve**
 - (b) Augmented marketing is provision of additional customer services and benefits.**
- 5. Briefly answer the following questions:**
 - (a) Distinguish between Logistic Management and Supply Chain Management. (2 marks)**