



Institute of Management
JK Lakshmipat University
Jaipur
FINAL EXAMINATION



(OPEN BOOK)

Date of Exam: April 7, 2015

MBA (FT) Semester-IV
MM: 40 Marks

Course: Strategic Management
Time: 3 Hours

General Instructions:

1. Do not write anything other than your roll number on your Answer Paper
2. No Laptop, Mobile phones, pagers, and clock/watch alarms in the Exam Hall.
3. Your Hand Writing should be legible.
4. **Do not exceed the "Sentence Limit".**

I have read and understood the examination rules, and I take the full responsibility of the consequences of violating these rules.

(Signature) _____

Question (Q): You are allowed to Open Notes (Do Not Exceed Page/Sentence Limit)

The Situation: US auto major Ford Motors Company (FMC) on 26th March 2015 commissioned its integrated (Car + Engine) manufacturing facility at Sanand, Gujrat. Ford's Vision is to Make India as its Export Hub. You have been appointed as special executive assistant of **Mr. Mark Fields**, president and chief executive of Ford Motor. You have been asked to do the followings:

- Q 1: Develop the MAP Table of FMC (1 Page, Similar to Fig. - 2). 10 Points
- Q 2: Draw the Competitive Landscape of FMC (1 Page Only) 10 Points
- Q 3: Identify the Target Export Markets of FMC India (1/2 Page Only) 05 Points
- Q 4: Why Customer will Pay for FMC's Products? (3 Sentences Only) 05 Points
- Q 5: What you suggest Mr. Field to do to "Make India as its Export Hub"?
(Not more than 5 sentences. Logical Flow of Thoughts There will
be negative marking, if you exceed the sentence Limit) 10 Points

Total Marks = 40 Point

Important MAP Features

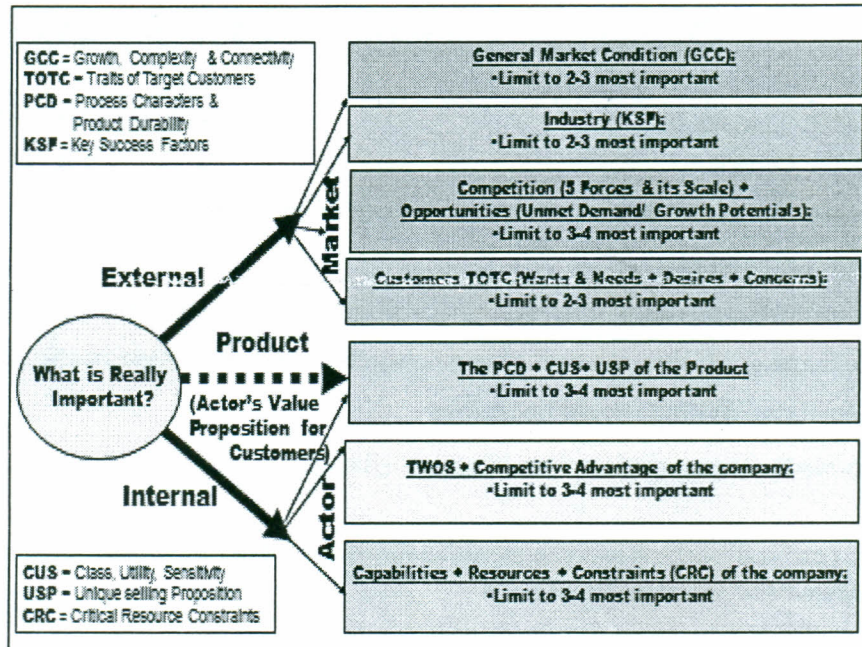


Figure 1

MAP Entities	Features	MAP Features of FMC
Market Condition	Growth Prospect	• .
	Connectivity	• .
Industry KSF	KSF (Key Success Factors)	• . • .
Competition	Virgin/ Low/ Moderate/ Hyper competitive	• .
Customers	Target Customer	• .
	Traits of Target Customers (TOTC)	• .
	Critical Concerns	• .
Product	Utility	• .
	Sensitivity	• .
	USP	• .
Actor (FMC)	Strengths & Capabilities	• . • .
	Constraints	• . • .

Figure 2: MAP Feature Table of FMC

Thanks and Good Luck