PRN:		Course Code :	MBC301R

Third Year **BBA** End Semester Examination Winter 2023

Strategic Management

Day and Date: Monday 11/12/2023 Max Marks: **100**

Time : 10-30 am to 1-30 PM Duration: **03** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CLO
Q.1		**Attempt the following**			
	a)	Distinguish between the concepts of vision and mission. Cite their relevance with suitable examples.	08	4	1
	b)	Explain in your own words the 7S framework represents with suitable examples.	08	2	1
		OR			
	b)	Identify the various stakeholders in business and describe the role of each of them in strategy formulation.	08	2	1
Q.2		**Attempt the following**			
	a)	"Porters five forces model helps organization to understand their competitive environment" Justify.	08	5	2
	b)	For a firm that you know well, give an example SO Strategy, showing how an internal strength can be matched with an external opportunity to formulate a strategy.	08	3	2
		OR			
	b)	Interpret a resource based approach in context of strategy formulation with example.	08	3	2
Q.3		**Attempt any two from the following**			
	a)	Categorize the common challenge faced by companies when implementing low cost and focus strategies.	08	4	3
	b)	Compare and contrast the characteristics of dogs and question mark in the BCG Matrix	08	4	3
	c)	Analyse the challenges a company might face when implementing a differentiation strategy in a highly competitive industry.	08	4	3
Q.4		**Attempt any two from the following**			
	a)	Analyze the advantages and disadvantages of blue ocean and red ocean strategies in context of Patanjali .	08	4	6
	b)	Illustrate the competitive advantages of demergers, especially concerning market share and economies of scale in context of ITC Ltd.	08	4	6

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	c)	Explain the actions involved in implementing turnaround strategies, particularly with reference to Tata Motors Limited.	08	4	6
Q.5		**Attempt any Two of the following**			
	a)	If you owned and opened three restaurants after you graduated, would you operate from a functional or divisional structure? Why?	09	3	4
	b)	Explain the inter relation between strategy and organizational structures.	09	2	4
	c)	Elaborate the resource mobilization and allocation significance in strategy implementation.	09	2	4
Q.6		**Attempt any Two of the following**			
	a)	Explain the role of benchmarking in strategy evaluation.	09	2	5
	b)	Identify and analyze two Key Performance Indicators (KPIs) commonly used in strategy evaluation with its role in evaluation process.	09	4	5
	c)	Develop a strategic control and evaluation plan for a startup company that is entering a highly competitive market.	09	6	5

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