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**PRESIDENCY  
UNIVERSITY**

**BENGALURU**

**School of Law**

**Mid - Term Examinations - November 2024**

**Semester:** III

**Date:** 05-11-2024

**Course Code:** BCL2014

**Time:** 02.00pm to 03.30pm

**Course Name:** Strategic Management

**Max Marks:** 50

**Program:** B.Com LLB

**Weightage:** 25%

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**Instructions:**

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

**Part A**

**Answer ALL the Questions. Each question carries 2marks.**

**5Qx2M=10M**

- |   |  |         |               |     |
|---|--|---------|---------------|-----|
| 1 | Define Starategy   | 2 Marks | Remembering   | CO1 |
| 2 | Compare and contrast the difference between tactics & strategy | 2 Marks | Understanding | CO2 |
| 3 | What is the meaning of competitive advantage?                  | 2 Marks | Remembering   | CO1 |
| 4 | Why strategic planning is important?                           | 2 Marks | Remembering   | CO4 |
| 5 | What is environmental appraisal?                               | 2 Marks | Remembering   | CO4 |

**Part B**

**Answer ALL Questions. Each question carries 10 marks.**

**4QX10M=40M**

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|-----------|--|---------|---------------|-----|
| 6a.       | What is strategic management?  | 2 Marks | Remembering   | CO1 |
| 6         | 6b. Outline strategy implementation with examples                            | 3 Marks | Understanding | CO1 |
| 6c.       | Construct the model of strategic management process                          | 5 Marks | Applying      | CO3 |
| <b>Or</b> |  |         |               |     |
| 7a.       | Show the difference between policies & objectives                            | 2 Marks | Remembering   | CO1 |
| 7         | 7b. Demonstrate the vision and mission statements.                           | 3 Marks | Understanding | CO1 |
| 7c.       | Plan the different levels of strategy for the company you are going to start | 5 Marks | Applying      | CO3 |

	<b>8a.</b>	What is SWOT analysis?	2 Marks	Remembering	C02
<b>8</b>	<b>8b.</b>	Outline the importance of SWOT analysis	3 Marks	Understanding	C03
	<b>8c.</b>	Make use of SWOT analysis to understand the situation of BYJU'S.	5 Marks	Applying	C05
<b>Or</b>					
	<b>9a.</b>	What is organizational appraisal?	2 Marks	Remembering	C02
<b>9</b>	<b>9b.</b>	Summarize the pros & cons of organizational appraisal	3 Marks	Understanding	C03
	<b>9c.</b>	Build an organizational appraisal plan using different organizational appraisal techniques for effective strategy implementation.	5 Marks	Applying	C05
	<b>10a.</b>	What is strategic advantage profile?	2 Marks	Remembering	C02
<b>10</b>	<b>10b.</b>	Demonstrate the significances of strategic advantage profile	3 Marks	Understanding	C02
	<b>10c.</b>	Make use of SPACE matrix to understand the market position of FMCG sector in India	5 Marks	Applying	C03
<b>Or</b>					
	<b>11a.</b>	What is environment?	2 Marks	Remembering	C02
<b>11</b>	<b>11b.</b>	Outline the importance of PESTEL framework	3 Marks	Understanding	C02
	<b>11c.</b>	Apply PESTEL framework to understand fintech industry in India.	5 Marks	Applying	C03
	<b>12a.</b>	What is the meaning of core competency?	2 Marks	Remembering	C02
<b>12</b>	<b>12b.</b>	Demonstrate the guidelines for effective strategic management	3 Marks	Understanding	C04
	<b>12c.</b>	"A strategy is not about outdoing competitors; it's about redefining the playing field." Agree or disagree	5 Marks	Evaluating	C05
<b>Or</b>					
	<b>13a.</b>	What is corporate strategy?	2 Marks	Remembering	C02
<b>13</b>	<b>13b.</b>	Illustrate the advantages of strategic management	3 Marks	Understanding	C04
	<b>13c.</b>	"The company without a strategy is willing to try anything." Agree or disagree	5 Marks	Evaluating	C05