

| | | | | | | | | | | | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Roll No. | | | | | | | | | | | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|



**PRESIDENCY
UNIVERSITY
BENGALURU**

**School of Commerce & Management
Mid - Term Examinations – November 2024**

Semester: V

Date: 04-11-2024

Course Code: BBA2010

Time: 09:30am – 11:00am

Course Name: Strategic Management

Max Marks: 50

Program: BBA Aviation

Weightage: 25%

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.

2Mx5Q=10M

- | | | | | |
|----------|---|----------------|-----------------|------------|
| 1 | Enumerate the Elements in the Strategic Management Process. | 2 Marks | Remember | CO1 |
| 2 | Define Business Model | 2 Marks | Remember | CO1 |
| 3 | What pitfalls have to be avoided while using financial analysis for organizational appraisal? | 2 Marks | Remember | CO2 |
| 4 | Internet be used as a source of Information for Environmental Scanning. Justify. | 2 Marks | Remember | CO2 |
| 5 | Value Chain Analysis- Describe | 2 Marks | Remember | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

6 **6a.** Zomato, a large food Aggregator, had its mission as 'Shaping the future of Food'. Analyze the Mission Statement from the viewpoint of characteristics of Mission Statement. **5 Marks Comprehensive CO1**

6b. Can you explain the sources of information be used for appraising an organization? **5 Marks Comprehensive CO2**

OR

7 **7a.** Mention the important factors that influence the capability of an organization in each of the following functional areas: (a) finance (b) marketing (c) operations (d) personnel (e) information management **5 Marks Comprehensive CO2**

7b. Differentiate clearly between the external and internal components of environment. **5 Marks Comprehensive CO2**

8 **8a.** Describe the different levels at which strategy operates. **5 Marks Comprehensive CO1**

8b. What are the various desirable characteristics that objectives should possess in order to be effective? **5 Marks Comprehensive CO1**

OR

9 **9a.** Explain the different approaches for environmental scanning. **5 Marks Comprehensive CO1**

9b. 'A vision is too abstract to be of any practical value'. Do you agree with this statement? Why? **5 Marks Apply CO1**

10 Examine the VRIO Analysis by evaluating it with ZOMATO Strategy. **10 Marks** **Apply** **CO2**

OR

11 Construct the Value Chain Analysis and justify it with Amazon **10 Marks** **Apply** **CO2**

12 Identify the high priority environmental factors for TATA Group of companies in its relevant environment. Use this information to prepare a summary ETOP for the organisation **10 Marks** **Apply** **CO2**

OR

13 Prepare an organizational capability profile for APPLE and summarise the results in the form of a strategic advantage profile clearly indicating the nature of the impact of different capability factors **10 Marks** **Apply** **CO2**