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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| Date: 07 – 01- 2025 Time: 01:00 pm – 04:00 pm |

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| **School:** SOL | **Program:** B.Com LLB (Hons) |
| **Course Code:** BCL2014 | **Course Name :** Strategic Management |
| **Semester**: III | **Max Marks**:100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **14** | **14** | **30** | **21** | **21**  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** |
| **1** | List the roles of strategist in the organization.  | **2 Marks** | **Remember** | **CO1** |
| **2** | What is environmental appraisal?  | **2 Marks** | **Remember** | **CO1** |
| **3** | What is balanced scorecard?  | **2 Marks** | **Remember** | **CO2** |
| **4** | Recall the difference between market size & market growth.  | **2 Marks** | **Remember** | **CO2** |
| **5** | Why strategy formulation is important?  | **2 Marks** | **Remember** | **CO4** |
| **6** | What are policies?  | **2 Marks** | **Remember** | **CO4** |
| **7** | What is referent power?  | **2 Marks** | **Remember** | **CO4** |
| **8** | Define operational control  | **2 Marks** | **Remember** | **CO5** |
| **9** | What is ethical dilemma  | **2 Marks** | **Remember** | **CO5** |
| **10** | Show the difference between green strategy and CSR  | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer the Questions Total 80 Marks** |
| **11.** | **a.** | Demonstrate how adopting to change is a critical aspect of strategic management?  | **10****Marks** | **Understand** | **CO1** |
| **or** |
| **12.** | **a.** | How mangers are playing a pivotal role in operationalizing organizations’ mission while steering it towards its vision?  | **10****Marks** | **Understand** | **CO1** |
|  |  |  |  |  |  |
| **13.** | **a.** | Illustrate the Resource Based View (Asset & capabilities) of an organization.  | **10(5+5) Marks** | **Understand** | **CO2** |
| **or** |
| **14.** | **a.** | Explain the characteristic and process of environmental analysis.  | **10 (5+5) Marks** | **Understand** | **CO2** |

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| **15.** | **a.** | Define BCG matrix and Compare and contrast: market share and market growth  | **10 Marks** | **Understand** | **CO3** |
| **Or** |
| **16.** | **a.** | Identify and explain the factors determining strategic position of an organization.   | **10 Marks** | **Understand** | **CO3** |

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| **17.** | **a.** | Explain the different leadership styles followed in the organization for effective strategic management  | **15 (5x3) Marks** | **Understand** | **CO4** |
| **Or** |
| **18.** | **a.** | Illustrate the bases of power  | **15 (5x3) Marks** | **Understand** | **CO4** |

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| **19.** | **a.** | Outline green strategy and states its advantages & disadvantages.  | **15(3x5)****Marks** | **Understand** | **CO5** |
| **Or** |
| **20.** | **a.** | Describe the types of strategic control. | **15(5x3) Marks** | **Understand** | **CO5** |

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| **21.** | **a.** | MP3 Corp., a mid-sized electronics manufacturer, has been struggling with declining profits in recent years due to increased competition and rising costs. To address this, the company is considering several strategic options: focusing on stabilizing operations by improving efficiency, expanding into new markets with innovative products, exiting unprofitable product lines, or implementing a mix of these strategies.What type of strategy (stability, expansion, retrenchment, or combination) you would recommend for MP3 Corp.? Justify your answer. What are the factors you’d consider in determining this strategy?  | **20(10+10)** **Marks** | **Apply** | **CO3** |
| **Or** |
| **22.** | **a.** | Apply SPACE matrix to illustrate the strategic position of players in FMCG (Fast Moving consumer goods) segment in India.  | **20(4x5) Marks** | **Apply** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***