



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.												
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## End - Term Examinations – MAY 2025

Date: 23-05-2025

Time: 01:00 pm –04:00 pm

<b>School:</b> SOM-UG	<b>Program:</b> BBA (BBA BUSINESS ANALYTICS)	
<b>Course Code:</b> BBA2010	<b>Course Name:</b> Strategic Management	
<b>Semester:</b> IV	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	11	11	26	26	26

### 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 2 marks.

10Q x 2M=20M

1.	What is meant by SWOT analysis?.	2 Marks	L1	C01
2.	Identify any two tools used in environmental assessment.	2 Marks	L1	C01
3.	Summarize the idea of strategic leadership	2 Marks	L1	C02
4.	Mention two barriers to strategic implementation.	2 Marks	L1	C04
5.	Find the factors used in environmental scanning.	2 Marks	L1	C03
6.	State any two components of strategic management.	2 Marks	L1	C01
7.	List out any two tools used in strategic analysis.	2 Marks	L1	C03
8.	How does organisational structure impact strategy implementation?.	2 Marks	L1	C04
9.	Identify two renewable energy sources used in business practices.	2 Marks	L1	C05
10.	Mention any two techniques of strategic evaluation	2 Marks	L1	C05

## Part B

**Answer ALL the Questions. Each question carries 7 Marks.**

**Total Marks 35M**

<b>11.</b>	<b>a.</b>	Explain the importance of strategic evaluation in supporting the success of green sustainability strategies, using real-life examples or imagined situations to illustrate your answer.	<b>07 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>Or</b>					
<b>12.</b>	<b>a.</b>	Interpret how a value chain analysis can identify competitive advantage.	<b>07 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>13.</b>	<b>a.</b>	Elaborate the term Porters Five Forces models for industry analysis as discussed in class.	<b>07 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>Or</b>					
<b>14.</b>	<b>a.</b>	Explain the role of organizational capabilities in achieving competitive advantage.	<b>07 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>15.</b>	<b>a.</b>	Describe how the PESTLE framework is applied in environmental scanning.	<b>07 Marks</b>	<b>L2</b>	<b>CO3</b>
<b>Or</b>					
<b>16.</b>	<b>a.</b>	Explain why structural changes may be necessary when implementing a new strategy.	<b>07 Marks</b>	<b>L2</b>	<b>CO3</b>
<b>17.</b>	<b>a.</b>	Describe how ethical considerations impact long-term strategic planning.	<b>07 Marks</b>	<b>L2</b>	<b>CO3</b>
<b>Or</b>					
<b>18.</b>	<b>a.</b>	Choose a multinational corporation and map its strategy across corporate, business, and functional levels. Explain how alignment between these levels supports organisational goals	<b>07 Marks</b>	<b>L2</b>	<b>CO3</b>
<b>19.</b>	<b>a.</b>	Interpret the strategic implementation process with emphasis on structural, behavioural, and operational aspects	<b>07 Marks</b>	<b>L4</b>	<b>CO4</b>
<b>Or</b>					
<b>20.</b>	<b>a.</b>	Ola Electric is investing in massive EV production plants and aiming to make India a global hub for electric vehicles. Identify the methods for pursuing strategy that can enhance India's competitiveness in the global electric vehicle manufacturing sector and highlighting key factors that contribute to its strategic advantage.	<b>07 Marks</b>	<b>L3</b>	<b>CO3</b>

## Part C

**Answer any Three Questions. Each question carries 15 marks**

**3Q x 15M=45M**

<b>21.</b>	<b>a.</b>	Organisations often fail to evaluate their strategies effectively. Identify and analyze five major barriers that impede strategic evaluation in a large multinational corporation. Identify specific remedies to overcome these barriers.	<b>15 Marks</b>	<b>L5</b>	<b>CO5</b>
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<b>22.</b>	<b>a.</b>	A manufacturing company wants to reduce its carbon footprint without affecting operational efficiency. Apply the concept of green strategy to suggest three strategic initiatives the company can implement. Explain how these contribute to both environmental and business goals	<b>15 Marks</b>	<b>L2</b>	<b>CO2</b>
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<b>23.</b>	<b>a.</b>	<p><i>"FitLife India," a fitness and wellness company, is struggling to implement its digital strategy due to internal resistance and poor coordination between departments.</i></p> <p>You have been appointed as a strategic consultant. Design a complete implementation plan that includes structural, behavioral, and operational aspects. Address issues such as leadership conflicts, change resistance, and alignment of goals with strategic intent. Use examples and suggest control mechanisms.</p>	<b>15 Marks</b>	<b>L4</b>	<b>CO4</b>
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<b>24.</b>	<b>a.</b>	Apply a vertical integration strategy for a smartphone manufacturer facing supply chain disruptions.	<b>15 Marks</b>	<b>L3</b>	<b>CO5</b>
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