

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



PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 10-10-2025

Time: 02.00pm to 03.30pm

School: SOL	Program: BCL	
Course Code: BCL2014	Course Name: Strategic Management	
Semester: III	Max Marks:50	Weightage:25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	-	-	-

Instructions:

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

Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x 2M=10M

1	What is the meaning of SWOT analysis?	2 Marks	L1	CO1
2	Recall the term "competitive advantage".	2 Marks	L1	CO1
3	What is Aim in business context?	2 Marks	L1	CO1
4	List out any two limitations of PESTEL analysis.	2 Marks	L1	CO2
5	Label of how Resources and Capabilities contribute to a company's strategy.	2 Marks	L1	CO2

Part B

Answer the Questions.

Total Marks 40M

6.	A company that manufactures and sells smartwatches has a strategic objective to "increase market share by 15% within the next two years." Question: Assess the business proactive strategy that they could adopt to achieve this objective. And provide suggestions for further development of the company.	10 Marks	L3	CO1
Or				

7.	Describe the role of a vision statement and a mission statement in strategic management.	10 Marks	L3	CO 1
8.	<p>"XYZ Corp., a well-established clothing brand, faces increasing competition from fast-fashion retailers and online platforms. The company is now considering various business-level strategies to maintain its market position and ensure growth. Using your knowledge of business-level strategy, apply the following methods to XYZ Corp. and explain how each can help the company respond to the competitive pressures in the market.</p> <p>1. Cost Leadership</p> <p>2. Differentiation</p> <p>3. Focus Strategy"</p>	10 Marks	L3	CO 1
Or				
9.	<p>"ABC Electronics is a medium-sized company that makes consumer electronics. It is facing more competition from big global brands, and customers are now preferring smart home devices and eco-friendly technology.</p> <p>The company needs a strategic plan to handle these changes.</p> <p>Illustrate the following concepts to ABC Electronics and suggest what actions they should take:</p> <p>1. Strategic Direction</p> <p>2. Core Competencies</p> <p>3. Competitive Advantage</p>	10 Marks	L3	CO 1
10.	"Summarize the role of organizational capabilities in strategic management and illustrate their impact on a firm's competitive advantage in current scenario."	10 Marks	L2	CO 2
Or				
11.	Illustrate how a Strategic Advantage Profile (SAP) can be structured for an organization in the retail sector.	10 Marks	L2	CO 2
12.	Describe the concept of environmental appraisal and why it is important in strategy formulation.	10 Marks	L2	CO 2
Or				
13.	Recommend the considerations managers must keep in mind while assessing organizational strengths and weaknesses.	10 Marks	L2	CO 2