



# PRESIDENCY UNIVERSITY

BENGALURU

## Mid - Term Examinations – October 2025

**Date:** 10-10-2025

**Time:** 02.00pm to 03.30pm

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

<b>CO - Levels</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>Marks</b>	<b>26</b>	<b>24</b>	-	-	-

**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.**

**5Q x 2M=10M**

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

### Part B

**Answer the Questions.**

**Total Marks 40M**

<b>6.</b>	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.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
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**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 2. Differentiation 3. Focus Strategy"</p>	10 Marks	L3	CO 1
<b>Or</b>				
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 2. Core Competencies 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
<b>Or</b>				
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
<b>Or</b>				
13.	Recommend the considerations managers must keep in mind while assessing organizational strengths and weaknesses.	10 Marks	L2	CO 2