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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 12/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: BBL2014

Course Name: Strategic Management

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	8	82

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define strategic management.	2	CO1	BT1
2	State the difference between vision and mission.	2	CO1	BT1
3	what do you meant by benchmarking in strategic management.	2	CO1	BT1
4	List the steps in strategy formulation.	2	CO1	BT1
5	Find the elements of SWOT analysis.	2	CO2	BT1

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Classify Mckinsey 7S framework and explain how the seven elements of the framework work together to improve organizational effectiveness.	10	CO2	BT2
7	Explain the purpose of the GE Nine-Cell Matrix in strategic planning.	10	CO2	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Illustrate the role of SWOT analysis in evaluating the external environment of a firm.	10	CO2	BT2

9	Interpret how the threat of new entrants affects market profitability.	10	CO2	BT2
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PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Corporate and business strategies work together to achieve organizational goals. Compare the strategies and explain.	10	CO2	BT2
11	Infer organizational internal capabilities.	10	CO2	BT2

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Summarise the factors of PESTEL analysis that helps to identify external opportunities and threats.	10	CO2	BT2
13	Identify the purpose of a Strategic Advantage Profile in strategic analysis.	10	CO2	BT2