Roll No										

PRESIDENCY UNIVERSITY

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Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
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Bengaluru

Even Semester End Term Examination, May / June 2026		
Date: 23/05/2026		**Time: 09.30 AM - 12.30 PM**
Course Code: BBL2014	**Course Name: Strategic Management**	
Semester: Fourth Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**26**	**66**	**36**	**44**	**8**

Part A: Answer Following Questions. 20 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
1	List the components of the strategic management process.	2	CO1	BT1
2	Define business-level strategy.	2	CO3	BT1
3	What is a merger and acquisition?	2	CO3	BT1
4	What is meant by strategy implementation?	2	CO4	BT1
5	Define competitive advantage.	2	CO2	BT1
6	What is a vision statement?	2	CO1	BT1
7	Define strategy?	2	CO1	BT1
8	Define SWOT analysis?	2	CO2	BT1
9	What are the five forces in Porter’s model?	2	CO3	BT1
10	Define barriers to strategy implementation	2	CO5	BT1

Part B: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
11.a	Explain why SWOT is considered a simple but powerful tool in strategy formulation.	6	CO2	BT2
11.b	Outline the purpose of PESTLE analysis in strategic management.	10	CO2	BT2
12.a	Apply Porter’s Five Forces to confirm an industry’s competitiveness**.**	6	CO3	BT3
12.b	Infer the difference between hard elements and soft elements in the	10	CO2	BT2

PTO (Please Turn Over)

	7S model.			

Part C: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13.a	Identify the importance of organizational capabilities in business success.	6	CO4	BT3
13.b	A company is planning to invest in new business units. It has data on industry attractiveness (high/medium/low) and competitive strength. Apply the GE Matrix to decide which units should receive maximum investment and which should be divested.	10	CO4	BT3
14.a	Explain how corporate strategy contributes to long-term growth and stability of a firm.	6	CO3	BT2
14.b	Summarize how functional strategies help in implementing corporate strategy.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
15.a	Companies adopt network structures in a dynamic business environment. summarize your points	6	CO2	BT2
15.b	Vision statement is vital for a startup business. Relate your points with an example	10	CO1	BT2
16.a	Illustrate the importance of strategy evaluation and control.	6	CO3	BT2
16.b	Compare the relationship between vision, mission, and strategy.	10	CO1	BT2

Part E: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
17.a	Outline the role of top management in strategic management.	6	CO3	BT2
17.b	Relate the how skills and staff in the contribution to organizational success.	10	CO4	BT2
18.a	Strategic choice affects long-term organizational performance. Infer your points	6	CO3	BT2
18.b	A company has developed a strong business strategy but employees are unclear about their responsibilities. Apply strategy implementation techniques to improve role clarity and execution.	10	CO4	BT3

Part F: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**

19.a	Explain how unethical decisions can impact organizational performance.	6	CO4	BT2
19.b	Interpret the reason of resource allocation in strategy mplementation.	10	CO2	BT2
20.a	A retail business wants to reduce its carbon footprint across supply chain operations. Apply sustainability strategies to make the supply chain more environmentally friendly.	6	CO5	BT3
20.b	A firm has strong internal capabilities but operates in a declining industry. Apply strategic management to decide whether the firm should continue, diversify, or exit.	10	CO2	BT3