

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021  
**Course Code :** BBA2010  
**Course Name :** Strategic Management  
**Program :** BBA

**Date :** 10-JAN-2024  
**Time :** 1:00 PM - 4:00 PM  
**Max Marks :** 100  
**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**5 X 2M = 10M**

1. Mention any two roles of Objectives. (CO1) [Knowledge]
2. Mention any 4 processed form Information. (CO2) [Knowledge]
3. Describe about Multidomestic Strategy in Internationalization. (CO3) [Knowledge]
4. Derive the different types of culture in Behavioural Implementation. (CO4) [Knowledge]
5. Green Strategy is a key factor for sustainability. Infer your Points. (CO5) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10 = 50M**

6. Review the differnt levels of Strategies. (CO1) [Comprehension]
7. Discuss about SWOT Analysis (CO2) [Comprehension]
8. Categorize the stategies under EXPANSION STRATEGY and Explain the same. (CO3) [Comprehension]

9. Elaborate the Roles of Leader in Corporate level and Business level. (CO4) [Comprehension]
10. Analyze the types of Strategic Control and any two types of control Techniques. (CO5) [Comprehension]

**PART C**

**ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. Classify the levels of Corporate Strategies and Explain the same in detail with a flow diagram. (CO3) [Application]
12. Classify the different forms and structure of Organization (CO4) [Application]