

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester V - 2023 - 2021

Course Code : BBA2010

Course Name : Sem V - BBA2010 - Strategic Management

Program : BBA

Date : 3-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. Define Vision (CO1) [Knowledge]
2. Mention any two roles of Objectives. (CO1) [Knowledge]
3. Define Strategy (CO1) [Knowledge]
4. Review the Characteristics of Complex Environment with an example (CO2) [Knowledge]
5. Mention any 4 processed form Information. (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. "To bringing the best user experience to its customers through its innovative hardware, software, and services." Derive the characteristics of the Mission statement mentioned here. (CO1) [Comprehension]
7. Discuss about SWOT Analysis (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Considering the trend in business. Akhil an entrepreneur aspires to achieve his dream through having an idea of GREEN BUSINESS. He finalized the products and services he is going to offer. Financially he is sound and his competitors are fewer in this field. Even the Government Schemes are also helping his business. Moreover, the Geographical Segmentation is based on the nearby rural area. He was appreciated by the investors even because the green business can provide job opportunities for the localities. Prepare the VISION, MISSION, OBJECTIVES, Discuss the Characteristics of each and SWOT analysis for Akhil's Green Business.

(CO1) [Application]