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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA2010

**Course Name**: Strategic Management

**Program & Sem**: BBA

**Date**: 05 / July / 2024

**Time**: 09.30am to 12.30pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programmable Calculators are permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define Strategic Management (C.O.No.1) [Remember]

2. Give any two importance of vision statement for a business. (C.O.No.1) [Remember]

3. SWOT – Expand. (C.O.No.1) [Remember]

4. Discuss about Retrenchment Strategy (C.O.No.3) [Remember]

5. Differentiate between Merger and Acquisition. (C.O.No.3) [Remember]

6. Ethics plays a very important role in business. Defend your points (C.O.No.4) [Remember]

7. Green Strategy is the trend of online business. Infer your points (C.O.No.5) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Explain the levels of strategy in Business (C.O.No.1) [Understand]

9. Discuss in detail about the Business Objectives, its role and characteristics (C.O.No.1) [Understand]

10. PESTEL – Expand and Describe (C.O.No.2) [Understand]

11. Enumerate the different types of Corporate Level Strategies (C.O.No.3) [Understand]

12. Outline the 4 stages of life cycle and its implication in strategy (C.O.No.3) [Understand]

13. Explain the types of power exercised in organization. (C.O.No.4) [Understand]

14. Interpret the steps in process of Evaluation . (C.O.No.4) [Understand]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Explain the Strategic Management Process (C.O.No.1) [Understand]

16. Derive the different forms and Structures of Organization (C.O.No.3) [Analyze]

17. Outline BCG Matrix with an example (C.O.No.3) [Analyze]