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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA2010 & MGT162

**Course Name**: Strategic Management

**Program & Sem**: BAV & IV

**Date**: 05-08-2024

**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 Programable 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. Describe the levels in Strategic Management (C.O.No.1) [Remember]

2. Define Business Model (C.O.No.1) [Remember]

3. Impact of technology having immense change in the business environment. Agree or disagree. infer your points. (C.O.No.2) [Apply]

4. Derive the factors to determine the Financial capability of an organization (C.O.No.2) [Understand]

5. Mention the components of BCG Matrix (C.O.No.3) [Remember]

6. Matrix Structure - Describe (C.O.No.4) [Apply]

7. Define Value Chain Analysis (C.O.No.4) [Apply]

**Part B**

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

8. Explain Strategic Indent in detail (C.O.No.1) [Understand]

9. Enumerate VRIO Framework (C.O.No.2) [Understand]

10.Derive SWOT Analysis for Netflix (C.O.No.2) [Apply]

11.Explain Retrenchment strategy (C.O.No.3) [Understand]

12. Explain the life cycle stages of any company of your own choice (C.O.No.3) [Apply]

13. Review the types of Strategic Control (C.O.No.5) [Understand]

14. Explain about the Green Strategy in Industry (C.O.No.5) [Understand]

**Part C**

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

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

16. Review the various structures and forms of organization (C.O.No.4) [Understand]

17. Explain in detail about the behavioral implementation (C.O.No.5) [Apply]