



Term Evaluation (Odd) Semester Examination September 2025

Roll no.....

Name of the Course: BBA

Semester: V

Name of the Paper: *Strategic Management*

Paper Code: BBA 501

Time: 1.5 hour

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1.

(10 Marks)

- a. Define *vision, mission, values, objectives, and goals.* (CO1)

OR

- b. Define *strategic management.*

List the levels of strategy in an organization. (CO1)

Q2.

(10 Marks)

- a. Explain the significance of *strategic planning* in organizational success. (CO2)

OR

- b. Discuss why organizations need to *change strategic statements* over time. (CO2)

Q3.

(10 Marks)

- a. Illustrate how *strategic and tactical planning* work together in achieving goals. (CO3)

OR

- b. Apply SWOT analysis to a company operating in the FMCG sector. (CO3)

Q4.

(10 Marks)

- a. Evaluate the merits and demerits of strategic management in today's competitive environment. (CO4)

OR

- b. Assess how effective environmental scanning supports decision-making in uncertain business environments. (CO4)

Q5.

(10 Marks)

- a. Create an **ETOP (Environmental Threat and Opportunity Profile)** for the electric vehicle industry in India. (CO5)

OR

- b. Design a *strategic management process model* for a new startup. (CO5)