



## 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)