



End Term Examination November 2025

Roll no.....

Name of the Course and semester: BBA – Vth Semester

Name of the Paper: Strategic Management

Paper Code: BBA 501

Time: 3-hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) The total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.
- (v) Please specify COs against each question.

Q1.

CO1 (2X10=20 Marks)

- a. Define Strategic Management and list its key components.
- b. Describe the Strategy, Policy, and Tactics with suitable examples.
- c. Interpret the merits and demerits of Strategic Management in modern organizations

Q2.

CO2 (2X10=20 Marks)

- a. Using SWOT analysis, assess the internal and external environment of a chosen company.
- b. State the difference between Vision, Mission, and Objectives of an organization
- c. Evaluate the importance of environmental scanning in strategic decision-making processes.

Q3.

CO3 (2X10=20 Marks)

- a. Explain the concept and importance of Decision Quality in strategic management.
- b. Compare Porter's Generic Strategies and VRIO Analysis in terms of their strategic implications.
- c. Use the BCG Matrix to analyze the business portfolio of a diversified company.

Q4.

CO4 (2X10=20 Marks)

- a. List and define the major strategic options available to organizations.
- b. Analyze the factors that influence the choice of corporate strategy using a real-world case.
- c. Evaluate the various strategy for a company facing declining sales, and justify your choice.

Q5.

CO5 (2X10=20 Marks)

- a. Critically evaluate the strategic control process and its role in achieving organizational effectiveness
- b. Develop a functional strategy for resource allocation in a manufacturing firm.
- c. Prepare a detailed note on the relationship between Strategy and Organizational Structure.