

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
FY BBA, Term II, End Term Assessment-January 2023  
Strategic Management-I  
(BBCB008)

Duration: 1.5 hours

Maximum Marks: 25

Instructions: 1. Start each question on a fresh page.  
2. Figures to the right indicate maximum marks.

**Q1. Answer the following questions.**

**(03\*02=06 marks)**

- a) In his village, Rakesh runs a small business with an annual revenue of Rs 20 lakhs and has a staff of eight people. Can Rakesh implement corporate-level strategies in his business? Comment.
- b) Digitek Electronics is a Pune-based business. Vivek Bhatia, the organization's general manager, thinks it is unnecessary to consider the external environment in his business analysis. Is Vivek completely, right? Explain.
- c) Most businesses use the term Strategy and Planning in their discussions. Are the terms "strategy" and "planning" similar? What are some of the most important distinctions between strategy and planning?

**Q2. Answer the following questions.**

**(03\*04=12 marks)**

- a) The phrase "if one does not know where he needs to go, any path will take him there" is shared by the CEOs of numerous corporations. Determine what role objectives play in strategic management.
- b) In strategic management, tools like SWOT and PESTLE analyses are widely applied. When will a business utilize a PESTLE analysis and when is a SWOT analysis most likely to be used?
- c) Given below are four mission statements of pharmaceutical companies in India. Which is the best formulated mission statement according to you? Justify your opinion.
  - I. Teva Pharmaceuticals: 'To be a global leader in generic and biopharmaceuticals, improving the lives of patients across the world'
  - II. Dr. Reddy's Labs: 'We accelerate access to affordable and innovative medicines because good health can't wait'
  - III. Natco Pharma: 'Making speciality medicines accessible to all'
  - IV. Themis Medicare: 'To benefit patients'

**Q3. Answer the following questions.**

- a) Analyse the vision statement of an organization given below and identify the values on which the vision statement is based on explaining why do you think so.

“To be a world-class energy company known for caring and delighting the customers with high-quality products, innovative services across domestic & international markets with aggressive growth and delivering superior financial performance. The company will be a model of excellence in meeting social commitment, environment, health and safety norms and in employee welfare & relations”

**(4 marks)**

- b) Boulton audio is an Indian company which manufactures a wide range of products from Earbuds, Neckbands, Headphones, Headphones and Speakers. Started in 2017 Boulton became one of the top 3 audio brands in India. But in recent times the company is facing a stiff competition from new entrants in the market. To keep its brand more relevant in the market the company is now deciding to move into manufacturing mobile chargers and power banks. The company now wants to scan the environment for strategy formulation which could help them diversify.

Analysing the above situation which approach Boulton audio needs to adopt to gather useful information from the environment? Justify your answer. **(3 marks)**