

Vidya Vikas Mandal's

Shree Damodar College of Commerce & Economics, Margao-Goa

SYBBA(FS), Semester- III (REGULAR/REPEAT) Semester End Assessment NOVEMBER 2023

BFS GEC 6: Strategic Management

Duration: 02 Hours**Maximum Marks: 60****Instructions:**

- 1) Start each question on a fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Q1 is compulsory.
- 4) All Questions are compulsory from Q2 to Q5. However, internal choice is provided.

Q1. Answer ANY FIVE from the following questions:**(5 x 4 = 20 Marks)**

- a) Write a brief note on Strategy and explain the levels of a Strategy.
- b) Highlight the importance of Environmental Scanning.
- c) Discuss the factors that work in favour of Globalization.
- d) Briefly explain Porter's four Generic business strategies.
- e) Write a short note on Stability Strategy.
- f) Highlight the obstacles in the successful implementation of change within an organisation.

Q2.A. Globalisation has led to a number of positive outcomes. Explain.**(10 Marks)****OR**

Q2.B. Elle Pvt. Ltd has already a huge existing customer base for all its products and now wishes to enter into the international market. Discuss the strategies available to Elle Pvt. Ltd for a foreign market entry.

(10 Marks)

Q3.A. Michael Porter's Five Forces is a useful model that identifies and analyses five competitive forces. Explain.

(10 Marks)**OR**

Q3.B. McKinsey's 7S Framework identifies seven interrelated elements that help an organisation to achieve its goals and implement change. Explain.

(10 Marks)

Q4.A. An ice-cream manufacturing company is experiencing financial difficulties and intense competition. The company has decided to adopt a Retrenchment strategy to prevent any further losses. Discuss the types of Retrenchment Strategies that the company can choose from.

(10 Marks)**OR**

Q4.B. Emmy Pvt. Ltd is a successful company and the management is now planning to expand the firm's operations by adopting the Integrative Growth Strategy. Discuss the alternatives available under the Integrative Growth Strategy the will enable Emmy Pvt. Ltd to expand its business.

(10 Marks)

Q5.A. A strategy is said to be well established when it clearly defines all its vital elements. As such, describe the elements of a Strategy. **(10 Marks)**

OR

Q5.B. Strategic Management is a process that involves a thorough assessment of the needs of an organization in order to achieve its goals. As such, enumerate the steps involved in the process of Strategic Management. **(10 Marks)**
