

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao – Goa
SYBBA, Semester III, Semester End Assessment, *Repeat April 2018*
Strategic Management

Duration: 2 Hours

Max. Marks: 30

- Instructions:
1. All questions are compulsory.
 2. Figures to the right indicate maximum marks.
 3. Start each question on a fresh page.

Q1. Write short notes on any 3 of the following:

(2.5x4= 10 marks)

- a) Strategy Formulation
- b) Micro environment
- c) Distinctive Competence
- d) Strategy
- e) Objectives of business.

Q2. A. Explain the characteristics of Strategic Management.

(5 marks)

B. What is a mission statement? Explain the elements of effective mission statement. **(5 marks)**

OR

X. Discuss SWOT analysis of the business organization.

(5 marks)

Y. Explain the various stakeholders influencing business activities.

(5 marks)

Q3. A. State and Explain Mintberg's 10 School of Thoughts for Strategy Formulation

(10 marks)

OR

X. Explain Porter's five forces model of competition analysis.

(5 marks)

Y. What is Business Environment Appraisal? Explain the importance of Business Environment Appraisal.

(5 marks)