

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao- Goa  
SY BBA (FS) – Semester III  
End Semester Examination, October 2016

**STRATEGIC MANAGEMENT**

Duration: 1 Hour

Max. Marks: 30

---

**Instructions:**

- *Figures to the right indicate maximum marks*
- *Start each new question on a fresh page*

**Q.1. a)** Explain Porter's Five Forces Model of Competition. (10)

**OR**

**Q.1. x)** Explain the Product Life Cycle of a product with help of an example each. (05)

**Q.1. y)** 'Strategy formulation process involves choosing the most appropriate course of action'. Describe the various steps involved in strategy formulation process. (05)

**Q.2. a)** Explain the School of Thought on Strategic Formulation by Mitzberg. (10)

**OR**

**Q.2. x)** 'SWOT Analysis is one of the primary steps in strategic management'. Comment. (05)

**Q.2. y)** Explain the 7-S Framework to formulate strategy for an organization. (05)

**Q.3. a)** 'Business Stakeholders are interested and affected by business decisions of an organization'. Comment (10)

**OR**

**Q.3. x)** Discuss the Objectives of Strategic Management. (05)

**Q.3. y)** Explain the Vision and Mission statement with help of an example each. (05)

\*\*\*\*\*