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Shree Damodar College of Commerce & Economics, Margao- Goa  
SY BBA (FS) – Semester III  
End Semester Examination, April 2017

**STRATEGIC MANAGEMENT**

Duration: 1 Hour

Max.Marks: 30

**Instructions:**

- *Figures to the right indicate maximum marks*
- *Start each new question on a fresh page*
- **Q1 is compulsory.**
- **Answer ANY TWO from Q2 to Q5.**

**Q.1. Answer ANY TWO from the following:**

**(5X2)**

- Explain the TOWS Analysis undertaken by an organization.
- Define Strategic Management. Explain the various steps involved in Strategic Management Process.
- 'Environmental Threat and Opportunity Profile (ETOP) helps organization to achieve its goals'. Comment
- Suggest and explain strategies which a new 'Start-Up Firm' can adopt.

**Q.2)** Explain the Boston Consultancy Group (BCG) Model applicable to a product with help of example each. **(10)**

**Q.3)** Explain the various components of business environment with help of a diagram. **(10)**

**Q.4)** Explain Porter's Five Forces Model of Competition. **(10)**

**Q.5)** 'Business Stakeholders are interested and affected by business decisions of an organization'. Comment **(10)**

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