

22/1/17
24/1/17

Vidya Vikas Mandal's
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)
