

VVM's Shree Damodar College of Commerce & Economics
SY BBA(FS), Semester III, Semester End Assessment, October 2018
SUBJECT: STRATEGIC MANAGEMENT

Timing: 2 hours

Marks: 30

Note: 1. All questions are compulsory.

2. Figures to the right indicate maximum marks.

3. Start each question on a fresh page.

Q1. Answer **any FIVE** of the following:

(3 Marks *5=10)

- a) Explain the levels of Strategic Management.
- b) Write a short note on strategy implementation step of strategy formulation.
- c) Briefly explain the concept of Strategy.
- d) What is Macro Environment?
- e) Explain strategic group mapping.
- f) Write a note on classification of objectives.

Q2.

A. Explain in detail environmental scanning step in strategic management model. **(5 Marks)**

OR

X. State and explain importance of business environment.

(5 Marks)

Q3.

A. Discuss characteristics of strategic management.

(5 Marks)

OR

X. Explain Features of business environment.

(5 Marks)

Q4.

A. State and explain **any FIVE** of Mintberg's 10 schools of thoughts for strategy formulation.

(5 Marks)

OR

X. Explain with example SWOT (Strengths Weaknesses Opportunities Threats) analysis of business organization.

(5 Marks)