

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - VI
Sub.: Strategic Management (BBA15-611)

Date : 28/12/2024**Total Marks : 60****Time: 10.00 am to 12.30pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. What does "strategy" primarily aim to achieve?
 - a) Routine operations
 - b) Long-term objectives
 - c) Short-term goals
 - d) Tactical moves
2. One major benefit of strategic management is
 - a) Reduces innovation
 - b) Increases operational challenges
 - c) Provides a sense of direction and purpose
 - d) Avoids all risks
3. Which of the following is NOT a feature of strategy?
 - a) Focus on long-term goals
 - b) Adaptability to changes
 - c) Random decision-making
 - d) Involvement of top management
4. Strategic management is primarily concerned with
 - a) Day-to-day operational tasks
 - b) Formulating, implementing, and evaluating cross-functional decisions
 - c) Accounting procedures
 - d) Employee performance appraisals
5. Which of the following reflects the nature of strategic management?
 - a) Static and rigid
 - b) Flexible and dynamic
 - c) Focused only on competition
 - d) Limited to financial planning

Q. 2. State True / False (05)

1. A mission defines the purpose and values of an organization
 - a) True
 - b) False
2. A mission statement is focused solely on short-term goals.
 - a) True
 - b) False
3. Objective setting is a straightforward process with no significant challenges.
 - a) True
 - b) False
4. A mission statement does not need to be communicated to employees.
 - a) True
 - b) False
5. Objectives can be vague as long as they align with the mission.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three)

1. Levels of Strategy (15)
2. Steps in strategy implementation
3. SWOT analysis
4. Porter's 5 forces model
5. Limitations of strategic management

Q. 4. Answer in detail (Any Two)

1. Why is strategic management particularly relevant in today's business environment? Explain how strategic management improves decision-making. **(20)**
2. Describe how strategic decisions differ from operational decisions. Why are tactical decisions considered a bridge between strategic and operational decisions?
3. Why is leadership an essential aspect of strategic implementation? Discuss the importance of communication during strategic implementation.
4. Discuss the role of clear roles and responsibilities in strategic implementation. How does the decentralization of decision-making affect strategy implementation?

Q. 5. Case study

The coffee shop industry is a vibrant and competitive sector, characterized by a diverse range of players, from global chains to local cafes. Using Porter's Five Forces models provide some valuable insights into the dynamics shaping competition within this industry. Draft how the coffee shop industry is influenced by various competitive forces, including the threat of new entrants, bargaining power of suppliers and buyers, threat of substitutes, and competitive rivalry. So that by understanding these dynamics, coffee shop owners and managers can formulate strategies to navigate the competitive landscape and sustain success in an ever-evolving market. **(15)**

Question :

1. Draw the diagram of Porter's Five Forces models.
 2. Draft the 5 forces which are applicable for a coffee shop as per your understanding.
 3. Explain how can threat be overcome as an opportunity?
-