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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2025
SEMESTER - VI
Sub.: Strategic Management (BBA15-611)

Date : 20/05/2025	Total Marks : 60	Time: 10.00am to 12.30pm
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Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

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

1. Strategy implementation involves:

a) Only planning and organizing	b) Aligning resources with strategic objectives
c) Focusing on production	d) None of the above
2. Challenges in strategy implementation may include:

a) Lack of proper communication	b) Ineffective resource allocation
c) Resistance to change	d) All of the above
3. Environmental scanning helps businesses:

a) Ignore competitors	b) Identify threats and opportunities
c) Focus on current product lines only	d) Expand the number of employees
4. Which of the following is an essential part of strategic management?

a) Setting clear goals	b) Ignoring competitors
c) Focusing only on short-term objectives	d) None of the above
5. The primary goal of strategic management is to:

a) Maintain current business practices	b) Achieve long-term success for the organization
c) Focus on product design	d) Expand the number of employees

Q. 2. State True / False (05)

1. Resource allocation is a critical part of strategy implementation

a) True	b) False
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2. The internal environment consists of factors within an organization, such as resources and culture

a) True	b) False
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3. Strategic management is only focused on short-term decisions.

a) True	b) False
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4. A company does not need to evaluate its performance in strategic management

a) True	b) False
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5. (KPIs) stand for Key Performance Indicators

a) True	b) False
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Q. 3. Write Short notes on (Any Three)

1. Meaning and features of strategy. (15)
2. Business level strategies.
3. Steps in strategy implementation.
4. Contingency planning.
5. SWOT analysis.

Q. 4. Answer in detail (Any Two)

1. Explain external environment analysis.
2. What is the Meaning of various grand strategies.
3. Discuss Disaster management and strategy.
4. What is Strategic management process.

(20)

Q. 5. Case study

Caselet: Strategic Direction at TechSmart Solutions

(15)

TechSmart Solutions is a promising startup launched by a group of passionate tech enthusiasts. The company's mission is to "*make life smarter through innovative tech*". Their first mobile app, designed to simplify daily household tasks, quickly gained popularity for its user-friendly interface and smart features.

However, with success came challenges. Soon after launch, several competitors entered the market with similar offerings. TechSmart began to experience stagnation in user growth and struggled to retain its early advantage. The leadership team, though technically skilled, realized they lacked a strategic plan to sustain growth, differentiate their offerings, and expand their customer base.

The company had a clear mission but had not formalized its long-term **strategic goals or objectives**. Their internal decision-making was reactive, and they lacked a structured process for market analysis, innovation planning, or resource allocation. As competition intensified, it became evident that aligning their **vision, mission, and goals** with a solid **strategic management process** was essential for future success.

Question :

- 1) What are the strategic goals and objectives of TechSmart Solutions?
 - 2) Explain the challenges faced by TechSmart Solutions.
 - 3) Why is it important for TechSmart Solutions to align its vision, mission, and goals with its overall strategy?
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