

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: MAY - 2025
SEMESTER - VI

Sub.: Strategic Management (BBA22-611)

Date : 20/05/2025

Total Marks : 60

Time: 10.00 am To 12.30 pm

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

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

1. Strategic management is primarily concerned with:
 - a) Planning and implementing strategies for achieving organizational goals
 - b) Increasing sales
 - c) Managing day-to-day operations
 - d) Organizing meetings
2. 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
3. Corporate-level strategy focuses on:
 - a) Marketing and sales
 - b) High-level decisions like mergers and acquisitions
 - c) Day-to-day operations
 - d) None of the above
4. Challenges in strategy implementation may include:
 - a) Lack of proper communication
 - b) Ineffective resource allocation
 - c) Resistance to change
 - d) All of the above
5. Key Performance Indicators (KPIs) are used to:
 - a) Set goals
 - b) Measure the success of an organization in achieving objectives
 - c) Allocate resources
 - d) All of the above

Q. 2. State True / False (05)

1. Strategic management is about setting clear organizational goals and implementing strategies to achieve them.
 - a) True
 - b) False
2. The external environment includes only economic factors.
 - a) True
 - b) False
3. The BCG Matrix is a tool used for corporate strategy.
 - a) True
 - b) False
4. Resource allocation is a critical part of strategy implementation
 - a) True
 - b) False
5. Strategic control techniques are important for adjusting strategies based on performance.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Definition of Strategic Management
2. Balanced Scorecard
3. Environmental Scanning
4. Corporate-level Strategy
5. Steps in Strategy Implementation

Q. 4. Answer in detail (Any Two) (20)

1. Discuss the importance of strategic management for an organization.
2. Describe the internal and external environments in detail.
3. How does the BCG Matrix help in corporate strategy?
4. What are the different strategic control techniques used to evaluate and adjust strategy?

Q. 5. EcoTech Solar Solutions is a startup aiming to revolutionize the solar energy sector. The company focuses on providing affordable and efficient solar panel installations to residential and commercial customers, with a goal of reducing the carbon footprint. The team at EcoTech is passionate about sustainability and renewable energy and believes that every household and business should have access to clean, green energy. They plan to expand their product offerings to include solar-powered batteries and smart home energy systems in the coming years. EcoTech is targeting a global market with particular emphasis on regions with abundant sunlight but limited access to renewable energy sources. (15)

Questions :

1. What are the strategic goals, objectives, vision and mission of EcoTech?
 2. Why is it important for EcoTech Solutions to align its vision, mission, and goals with its overall strategy?
 3. How did EcoTech Solutions apply the levels of strategy (corporate, business, and functional)?
-