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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: DECEMBER - 2025
SEMESTER - VI

Sub.: Strategic Management (BBA22-611)

Date : 26/12/2025

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 involves
 - a) Daily operations
 - b) Long-term planning and direction
 - c) Only HR activities
 - d) Only financial planning
2. Objectives are
 - a) General intentions
 - b) Specific, measurable targets
 - c) Dreams
 - d) Employee benefits
3. SWOT stands for
 - a) Strengths, Weaknesses, Opportunities, Threats
 - b) Strategies, Work, Opportunities, Targets
 - c) Skills, Weaknesses, Outputs, Trends
 - d) None
4. Corporate-level strategy includes
 - a) Product design
 - b) Decisions on mergers, acquisitions, diversification
 - c) Sales promotions
 - d) HR policies
5. In BCG Matrix, "Stars" represent
 - a) Low growth, high share
 - b) High growth, high share
 - c) Low share, low growth
 - d) High share, no growth

Q. 2. State True / False (05)

1. Diversification strategy means doing the same business.
 - a) True
 - b) False
2. Resource allocation means distributing available resources effectively.
 - a) True
 - b) False
3. KPI stands for knowledge Performance Input.
 - a) True
 - b) False
4. A leadership challenge in implementation includes lack of support.
 - a) True
 - b) False
5. A strategy is best defined as an advertisement tool.
 - a) True
 - b) False

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

1. Characteristics of an effective strategy
2. Functional levels of strategy
3. Components of a PESTLE analysis
4. Key Performance Indicators (KPIs)
5. Role of organizational structure in strategy execution

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

1. How does technological change affect an industry's external environment?
2. What is diversification strategy? When should firms adopt it?
3. Explain how SWOT analysis helps organizations identify strategic options.
4. How can performance gaps be identified and addressed? What makes an evaluation system effective and reliable?

Q. 5. Case Study (15)

At BlueMatrix Electronics, a mid-sized consumer tech company, the management team had recently proposed launching a new smart home security device aimed at middle-income households. The idea emerged after the product development team identified a growing demand for affordable home automation solutions. Excited about the opportunity, the CEO scheduled a meeting with senior managers from marketing, finance, operations, and strategy to discuss the product's feasibility.

During the meeting, the Strategy Head emphasized that before moving forward, the company must analyze the industry attractiveness using Porter's Five Forces Model. However, the team quickly realized that each force raised unresolved concerns that required deeper investigation.

For example, the threat of new entrants seemed moderate, as the technology market allowed small start-ups to enter easily with innovative features. Yet, high initial investment in R&D could act as a barrier. The bargaining power of suppliers also appeared uncertain because key components like sensors and microchips came from only a few specialized vendors. Any price change from them could affect the product's profitability.

Similarly, the bargaining power of customers seemed high, as buyers today compare multiple brands online and expect value for money. The threat of substitutes also worried the team—several mobile apps already offered basic home monitoring functions at low cost. Finally, competitive rivalry was intense, with global brands dominating the market through strong marketing and advanced features.

As the meeting ended, the team agreed that the company should not proceed without thoroughly analyzing these five forces. However, they were still unsure how to collect reliable market data, evaluate cost implications, or determine if the new product could be positioned competitively. The decision remained pending, leaving the team uncertain about the next step.

Questions :

1. Which of Porter's Five Forces poses the biggest threat to BlueMatrix's new product launch, and why?
2. What additional data should the company gather to evaluate industry attractiveness more accurately?
3. How might the company modify its product strategy to reduce the impact of strong competitive forces?