



17122

**BRAINWARE UNIVERSITY****Term End Examination 2025-2026****Programme – BBA LL.B.-2021/BBA LL.B.-2022/BBA LL.B.-2023****Course Name – Strategic Management****Course Code - BBALLB501****(Semester V)**

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Brainware University
 398, Ramkrishnapur Road, Barasat
 Kolkata, West Bengal-700125

Full Marks : 60**Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :
- (i) Name the acronym SWOT.
- | | |
|--|--|
| a) Special Weapons for Operations Timeliness | b) Services, Worldwide Optimization, and Transport |
| c) Strengths Worldwide Overcome Threats | d) Strengths, Weaknesses, Opportunities, and Threats |
- (ii) Identify the issue considered in developing corporate strategies.
- | | |
|--|---|
| a) What direction are we going? | b) What resources do we have to implement our strategies? |
| c) What businesses are we in and what to do with those businesses? | d) What businesses are we in? |
- (iii) Name the approach to capture the hearts and minds of employees, challenge them, and evoke their emotions and dreams.
- | | |
|------------|-------------|
| a) Vision | b) Mission |
| c) Culture | d) Strategy |
- (iv) Locate switching costs.
- | | |
|--|--|
| a) Cost to a producer to exchange equipment in a facility when new technologies emerge | b) Cost of changing the firm's strategic group |
| c) One-time costs suppliers incur when selling to a different customer. | d) One-time costs customers incur when buying from a different supplier. |
- (v) Predict the condition when suppliers are powerful.
- | | |
|---|---|
| a) Satisfactory substitutes are available | b) They sell a commodity product. |
| c) They offer a credible threat of forward integration. | d) They are in a highly fragmented industry |
- (vi) Identify the main element of a strategy.
- | | |
|-------------------------------------|------------------------|
| a) Value statement | b) Pricing policy |
| c) Game Plan to outsmart competitor | d) Long-term objective |
- (vii) Predict strategy-formulation concepts and tools.

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- a) Do not differ greatly for different size and type of organizations
 - b) Differ greatly for different size and type of organizations
 - c) Do not differ greatly for profit or non-profit organizations but differ in small and large organizations
 - d) None of the mentioned options
- (viii) Predict the group that developed BCG matrix.
- a) Boston Calmette Group
 - b) British Consulting Group
 - c) Boston Corporate Group
 - d) Boston Consulting Group
- (ix) Predict nature of OT in SWOT analysis.
- a) Internal
 - b) External
 - c) International
 - d) Necessary
- (x) Choose retrenchment strategy.
- a) When a company experiences declining profits and makes cutbacks to improve efficiency
 - b) When a company adopts a new strategic position for a product or service
 - c) The sale of the complete business, either as a single going concern or piecemeal to different buyers or sometimes by auctioning the assets
 - d) take place when an organization lacks a key success factor for a particular market
- (xi) Predict a statement of philosophy, a statement of beliefs, and a statement of purpose.
- a) Mission statement
 - b) Vision statement
 - c) Quality principles
 - d) Policy
- (xii) Predict various competencies and resources of an organization can be integrated into a chain of activities that an organization performs to meet customer demand.
- a) Value chain
 - b) Product life cycle
 - c) Innovation
 - d) Business process
- (xiii) Select from following factors that should not be included in PESTLE analysis.
- a) Government re-cycling policy
 - b) Proposed reduction in interest rates
 - c) Competitor activity.
 - d) Demographic changes.
- (xiv) Select the first development bank of the country.
- a) ICICI
 - b) IDBI
 - c) SFC
 - d) IFCI
- (xv) Predict reason for business failure.
- a) Lack of market research.
 - b) Poor financial control
 - c) Poor management.
 - d) All of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write reasons for strategic alliances.
3. Write reasons of related diversification strategy.
4. Define vision.
5. Define strategic business unit.
6. Explain divestment strategy.

- (3)
- (3)
- (3)
- (3)
- (3)

OR

Explain liquidation strategy.

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe approaches to environment Scanning
8. Illustrate expansion strategy.
9. Illustrate retrenchment strategy.

- (5)
- (5)
- (5)

- 10. Analyze merger strategy.
- 11. Analyze acquisition strategy.
- 12. Explain SWOT Analysis.

(5)
(5)
(5)
(5)

Explain Benchmarking.

OR

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