



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA LL.B.-2021

Course Name – Strategic Management

Course Code - BBALLB501

(Semester V)

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) Tell the uniqueness of strategic management that makes it different from other types of management.
- | | |
|-----------------------------|----------------------------------------------------------|
| a) It is interdisciplinary | b) It has an external focus |
| c) It has an internal focus | d) It concerns the present direction of the organization |
- (iii) 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? |
- (iv) Identify the following which is NOT a major element of the strategic management process.
- | | |
|-------------------------|-----------------------------------|
| a) Formulating strategy | b) Implementing strategy |
| c) Evaluating strategy | d) Assigning administrative tasks |
- (v) Locate the direct gain of Competitive advantage
- | | |
|------------------------------------|------------------------------------|
| a) Increased efficiency | b) What sets an organization apart |
| c) A strength of the organization. | d) Intangible resources |
- (vi) Identify from the following that defines how each individual business unit will attempt to achieve its mission

- a) Business strategy
c) Functional strategy
- b) Corporate strategy
d) National strategy
- (vii) Identify from one of the following that is not a primary task of strategic managers.
- a) Establishing strategic objectives
c) Defining the business and developing a mission
- b) Developing the steps to follow in implementing operational level plans
d) Implementing and evaluating the chosen strategy
- (viii) Locate the task of strategy choice
- a) Developing plans and activities which will improve the organisation's performance and competitive position
c) Monitoring whether the organisation is achieving good financial performance
- b) Determining how the organisation can be more market and efficiency oriented
d) Keeping the organisation free of debt
- (ix) Name the core objective of strategic management.
- a) Choosing which organisational objectives to focus on
c) Adapting the organisation to a changing external environment
- b) Being alert for opportunities to change work responsibilities
d) Choosing whether to make decisions autocratically or on the basis of participation
- (x) Name the top management strategy
- a) All employees for orientation
c) Overall strategy for the entire organization
- b) Its efforts to stabilize recruitment needs
d) Overall sales projections
- (xi) Indicate product differentiation
- a) Ability of the buyers of a product to negotiate a lower price
c) Belief by customers that a product is unique
- b) Response of incumbent firms to new entrants
d) Fact that as more of a product is produced the cheaper it becomes per unit
- (xii) Choose from the following that is NOT an entry barrier to an industry
- a) Expected competitor retaliation
c) Customer product loyalty
- b) Economies of scale
d) Bargaining power of suppliers
- (xiii) Determine switching costs
- a) Cost to a producer to exchange equipment in a facility when new technologies emerge
c) One-time costs suppliers incur when selling to a different customer.
- b) Cost of changing the firm's strategic group
d) One-time costs customers incur when buying from a different supplier.
- (xiv) Examine the possibility of new entrants to an industry those are more likely when
- a) It is difficult to gain access to distribution channels.
c) Product differentiation in the industry is low.
- b) Economies of scale in the industry are high.
d) Capital requirements in the industry are high
- (xv) Predict the condition when suppliers are powerful
- a) Satisfactory substitutes are available
c) They offer a credible threat of forward integration.
- b) They sell a commodity product.
d) They are in a highly fragmented industry

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write reasons for strategic alliances. (3)
3. Write types of strategic alliances. (3)
4. Define vision. (3)

5. Enumerate opportunity and threat analysis. (3)
6. Explain expansion strategy through diversification. (3)

OR

Explain expansion strategy through cooperation. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe characteristics of business environment. (5)
8. Describe basic functions of business management. (5)
9. Illustrate retrenchment strategy. (5)
10. Illustrate SWOT Analysis. (5)
11. Illustrate methods and techniques used for organizational appraisal. (5)
12. Illustrate historical analysis. (5)

OR

Illustrate Benchmarking. (5)
