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School of Finance and Commerce**Bachelor of Business Administration in Financial Investment Analysis
Mid Term Examination - Mar 2024****Duration : 90 Minutes
Max Marks : 50****Sem VI - H1UA604T - Strategic Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain the importance of environmental analysis in strategic management. K2 (2)
- 2) Define strategic management and explain its importance in organizational success. K1 (3)
- 3) How are strategic alternatives identified in an organization? K2 (4)
- 4) What is PESTEL analysis, and how does it help businesses understand their external environment K2 (6)
- 5) Discuss the concept of Key Success Factors (KSFs) and their relevance in strategic management. K3 (6)
- 6) Discuss the challenges of strategic management in the context of workforce diversity. K3 (9)
- 7) How can a company identify its key success factors K4 (8)
- 8) How do external factors influence a company's strategic alternatives K4 (12)

OR

What economic factors should businesses consider in strategic planning K4 (12)