

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UA402T - 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) Within the VRIO analysis, identify any resources or capabilities of XYZ Corporation that are considered rare and not easily found in its industry. Explain how these rare resources give XYZ a unique edge over its competitors. K3 (6)
- 2) Identify the concept and purpose of the BCG Matrix and explain how it helps organizations assess the strategic position of their business units. Develop your answer K3 (9)
- 3) Examine core competencies and explain their significance in strategic management. Provide two examples of core competencies and explain how they contribute to a company's competitive advantage. K4 (4)
- 4) Analyze the role of an organizational vision in providing a clear and inspiring picture of the future direction of a TATA company. K4 (8)
- 5) On some days, Anju spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos. In context of the above statements - Analyze the various features of management highlighted in the above paragraph by quoting lines from it. K4 (8)
- 6) As a corporate strategist, assess the key drivers and considerations that lead companies to pursue strategic restructuring initiatives. K5 (5)
- 7) As a financial analyst, evaluate the strategic reasons why companies pursue mergers and acquisitions. Justify the different motivations behind such deals . K5 (10)