



ADMISSION NUMBER

School of Finance and Commerce

**Bachelor of Business Administration in Financial Investment Analysis
Semester End Examination - Aug 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem IV - H1UA412T - 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

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| 1) | What do you mean by strategy? Also define the term Objective. | K1(2) |
| 2) | Discuss the process of resource allocation in strategic management | K2(4) |
| 3) | Discuss the concept of the Experience Curve and its relevance in competitive strategies | K2(6) |
| 4) | How does the integration of functional plans contribute to organizational effectiveness | K3(9) |
| 5) | What role does leadership play in shaping corporate culture | K3(9) |
| 6) | How do changes in the external environment impact resource allocation decisions? | K5(10) |
| 7) | Provide examples of companies that have effectively allocated resources to achieve strategic objectives. | K4(12) |
| 8) | How can a company effectively allocate resources to support its competitive strategies? | K5(15) |
| 9) | What legal considerations should companies keep in mind when formulating strategies? | K5(15) |
| 10) | Larry Page and Sergey Brin created Google in 1998 during their college days at Stanford University. Over the last one decade, Google has grown into a globally acknowledged market force for its service provision, business model, efforts in development of technology, and human life influence. Since inception of internet and development of information technology, Google's record is impressive in the way it has charmed people regardless of their ethnic, religious, and political affiliations. The company has also reached out to different social and economic classes across the world through its numerous products. Google identifies among the leading search engines available in the world market. Its reliability in terms of matching results and simple design of their website has attracted a respectable fraction of global population, which is increasingly warming up to the contemporary world of internet. Some of the main competitors of Google are Yahoo, Amazon, MSN and Bing. Google has managed to fight off competition from these companies to command close to 85% of | K6(18) |

internet searches. In 2005, Google's search engine was the best performing product from the company ahead of email services. Other products by Google include Google profiles, Google maps, Google talk, Google gadgets and Google trends.