



ADMISSION NUMBER

School of Finance and Commerce

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

Duration : 180 Minutes
Max Marks : 100

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

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| 1) | Define key success factors of Strategic management | K1(2) |
| 2) | Explain Porter's Five Forces Model and its significance in analyzing industry competition | K2(4) |
| 3) | Explain the VRIO model and its application in assessing a business's resources and capabilities. | K2(6) |
| 4) | Discuss the challenges of strategic management in the context of changing consumer preferences. | K3(9) |
| 5) | What role does leadership play in shaping corporate culture | K3(9) |
| 6) | How do companies address conflicts between projects and existing operations? | K5(10) |
| 7) | Can you provide examples of internal strengths that may lead to strategic advantages | K4(12) |
| 8) | What legal considerations should companies keep in mind when formulating strategies? | K5(15) |
| 9) | How do companies ensure accountability in the execution of integrated plans? | K5(15) |
| 10) | Company X, a global technology company, has been a dominant player in the market for over two decades. However, in recent years, the company has faced increasing competition, technological disruptions, and changing consumer preferences. To maintain its competitive edge and drive sustainable growth, Company X embarked on a strategic management initiative aimed at enhancing its market position and expanding its product portfolio. | K6(18) |