

School of Business

BBA
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - D1UA402T / BSB01T2010

Strategic Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Discuss the potential benefits and drawbacks of outsourcing. Explain how outsourcing can contribute to cost savings, operational efficiency, and access to specialized skills. K2 CO1 (5)
2. Evaluate the relevance of PESTEL Analysis in the context of a specific industry or market. Choose an industry and analyze how each factor in PESTEL Analysis can affect the industry's competitiveness and long-term prospects. K2 CO2 (5)
3. Describe the process of strategic management and its main stages. Explain the purpose and activities involved in each stage. K2 CO1 (5)
4. You are the CEO of a small Indian e-commerce company that is facing tough competition from well-funded global players. Appraise the business-level strategies you can adopt to gain a competitive advantage in the market. K3 CO2 (10)
- 5) Evaluate the role of corporate governance in mitigating risks and preventing corporate scandals. Discuss the importance of internal controls, risk management processes, and ethical standards in promoting transparency, accountability, and compliance. K4 CO3 (10)

OR

- As a BBA student, you are analyzing a case study on an Indian start-up that is designing its organizational structure to accommodate rapid growth. Appraise how can you use the Matrix Structure design to balance functional and product/project-based teams and ensure cross-functional collaboration and innovation. K4 CO3 (10)
6. Analyze how a conglomerate like GE can utilize diversification strategies, mergers and acquisitions and international strategies to grow and sustain their portfolios? K4 CO2 (10)
 7. Analyze the relationship between a vision statement and a mission statement. Explain how these statements work together to provide strategic guidance and alignment within an organization. Provide examples to support your answer. K2 CO1 (10)
 8. Company XYZ is a technology startup that has recently launched a new product in the market. However, the product has received mixed reviews from customers, and sales have been below expectations. As a strategic management advisor, develop a strategy for Company XYZ to address the product's shortcomings and enhance its market acceptance. Consider factors such as product positioning, customer feedback, and competitor analysis in your recommendations. K4 CO2 (15)
 - 9) Business ethics and social responsibility are essential considerations for organizations operating in today's global business environment. Discuss the concept of business ethics and explain its significance in ensuring sustainable and responsible business practices. Provide examples of organizations that have demonstrated strong ethical behavior. K5 CO3 (15)

OR

- Evaluate the impact of technology on organizational structures. Discuss how advancements in technology, such as virtual teams, remote work, and digital communication tools, have influenced the design and functioning of organizational structures. Analyze the benefits and challenges of incorporating technology-driven structures and provide examples of companies that have successfully embraced technological changes in their structures. K5 CO3 (15)
10. Ansoff's Matrix is a strategic tool used to analyze growth strategies for organizations. Discuss the concept and purpose of Ansoff's Matrix and explain how it helps organizations identify and evaluate different growth opportunities. Provide examples to support your answer. K5 CO3 (15)