

School of Finance and Commerce**Bachelor of Business Administration in Financial Investment Analysis
Semester End Examination - Jun 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*

- 1) Briefly describe the strategic intent. K1(2)
- 2) Explain the BCG Matrix and how it aids in strategic decision-making. 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) Why is it important for organizations to have effective evaluation and control mechanisms in place? K3(9)
- 6) Provide examples of industries where the threat of substitutes is high according to Porter's model. K5(10)
- 7) Can you provide examples of internal strengths that may lead to strategic advantages K4(12)
- 8) How do changes in external factors influence functional strategies? K5(15)
- 9) Evaluate the importance of project management in implementing strategic initiatives. K5(15)
- 10) This case deals with Zomato, the online restaurant discovery and food delivery company in India. Though it started in 2008 and had early mover advantage in Food Tech industry in India, it had to face hard-hitting competition from Swiggy, Foodpanda and Uber Eats. Every firm tried its level best to increase their market share either by giving deep discounts or providing varied offers. Zomato and Swiggy attained the Unicorn status in the year 2018. Both were able to get funding from various venture capitalists and private equity firms, etc. All these firms tried their level best to secure more customers. In the year 2017, Zomato launched a subscription-based program called Zomato Treats and a premium membership program called Zomato Gold. It was to be seen, how Zomato would ward off the threat from the heavily funded rival Swiggy and other players in order to retain its leadership position in the market. K6(18)