

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)

CLASS: BBA
BRANCH: BBA

SEMESTER : VI/ADD
SESSION : SP/2024

SUBJECT: MT303 STRATEGIC MANAGEMENT

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1(a)	What is strategic management? Mention the various objectives of strategic management.	[2]	1	1
Q.1(b)	Discuss in short the importance of strategic management.	[3]	1	2
Q.2(a)	Explain the distinguishing features of strategic management.	[2]	1	1
Q.2(b)	What are the major factors responsible for adoption of strategic management system?	[3]	1	2
Q.3(a)	Differentiate between internal and external environment with example.	[2]	2	2
Q.3(b)	Explain the factors to be considered for environment analysis.	[3]	2	2
Q.4(a)	What do you mean by strategic choice? List the objective and subjective factors in strategic choice.	[2]	2	2
Q.4(b)	Discuss in brief the five forces model of Porter.	[3]	2	2
Q.5(a)	Discuss the characteristics of corporate level strategy.	[2]	3	2
Q.5(b)	Elaborate the conditions when an organization adopts stability strategy and Retrenchment strategy.	[3]	3	2

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