

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : VI/ADD  
SESSION : SP/2025**

**SUBJECT: MT303 STRATEGIC MANAGEMENT**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Explain the Strategic management model with a suitable diagram.	[5] 1	2
Q.1(b)	What do you understand by 'strategy.' Discuss the different levels at which strategy operates.	[5] 1	2
Q.2(a)	Discuss the customer and international environment with suitable examples	[5] 2	2
Q.2(b)	Explain ETOP with example from education sector.	[5] 2	2
Q.3(a)	Explain the process of strategic analysis and choice. Illustrate the role of subjective in influencing strategic choice.	[5] 3	3
Q.3(b)	What do you understand by Retrenchment Strategy? Explain different types of Retrenchment strategy with examples.	[5] 3	3
Q.4(a)	Explain the techniques for evaluating Strategic Momentum Control.	[5] 4	2
Q.4(b)	Evaluate the role of Operational Implementation in enhancing the effectiveness of a strategy with the help of examples.	[5] 4	3
Q.5(a)	What are different types of E-Commerce model. Which model will be suitable for a marketer launching an online jewelry business.	[5] 5	3
Q.5(b)	Explain E-Commerce environment. Illustrate the recent major changes in e-commerce environment giving suitable examples.	[5] 5	4

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