

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)**

**CLASS: BBA
BRANCH: MANAGEMENT**

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

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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		CO	BL
Q.1(a)	Define the terms "Strategy" and "Strategic Management".	[2] CO1	1
Q.1(b)	Write down the nature of Strategic Management.	[3] CO1	1
Q.2(a)	List the advantages of strategic management in organizations.	[2] CO1	1
Q.2(b)	Illustrate the concept of "Strategy Formulation" and "Strategy Evaluation" with examples.	[3] CO1	1
Q.3(a)	Differentiate between macro and micro environment.	[2] CO1	1
Q.3(b)	Briefly discuss the SWOT analysis of an organization with an example.	[3] CO2	3
Q.4(a)	Define the concept of Strategic Analysis.	[2] CO1	1
Q.4(b)	Briefly illustrate Porter's 5 forces model of competition.	[3] CO2	3
Q.5(a)	Define the concept of corporate strategy with examples.	[2] CO1	1
Q.5(b)	Explain the idea of stability strategies with examples.	[3] CO1	1

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