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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION : JUNE - 2022
SEMESTER - VI

Sub. : Strategic Management (BBA15-611)

Date : 14/06/2022

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Which of the following is not a major element of the strategic management process?

a) Strategy formulation	b) Strategy implementation
c) Strategy evaluation	d) Assigning administrative task
2. A MNC company is deciding whether to expand into manufacturing kitchen equipment in India. At level is this decision likely to be made.

a) Business level	b) Corporate level
c) Functional level	d) International level
3. The following are considered grand strategies, except for_____

a) a retrenchment strategy	b) administrative issues
c) internal issues	d) management issues
4. Which environment can create new market and new business segments?

a) Political environment	b) Economic environment
c) Socio-cultural environment	d) Technological environment
5. A possible and desirable future state of an organization is called

a) Mission	b) Vision
c) Strategy implementation	d) Strategy formulation

Q. 2. State True / False (05)

1. Stability strategy is a corporate level strategy.

a) True	b) False
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2. Mission is the starting point of strategic intent

a) True	b) False
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3. Environmental analysis is identifying opportunities and threats affecting the business.

a) True	b) False
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4. Low cost, differentiation and focus are example of business strategies

a) True	b) False
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5. The first step in the strategic management process is analyzing the external environment

a) True	b) False
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Q. 3. Write Short notes on (Any Three) (15)

1. Features of strategy
2. Guide lines for ideal objectives
3. Internal environmental analysis
4. Limitations of strategic management
5. Dimensions of grand strategy

Q. 4. Answer in detail (Any Two) (20)

1. Explain the Strategic management process. What are the steps involved in it
2. What do you understand by strategic implementation? Explain the role of organizational structure in strategic implementation.
3. Differentiate between the internal environmental analysis and external environmental analysis.

Q. 5. Case Study (Any One) (15)

1. What is mission statement? What are the characteristics of good mission statements? Give an example of mission statement of your choice and analyze it as per criteria of good mission statements. State clearly whether the mission statement meets the desirable criteria.

OR

2. TATA NANO Tata motors have been eyeing the Indian passenger market for a long time. During earlier times, their brands such as Tata Sumo were well received; the company had a very low share in the Indian passenger car market due to stiff competition from Maruti. Tata motors came up with Tata Indica, which mirrored Maruti's products and challenged Maruti's dominance in small car market. Inspired by the success of Indica Tata launched the Tata Nano. Critics were of the view it could not be possible due to the low cost of the car. Tata Nano's modular design is one of the most innovative aspects, it can be shipped separately and assembled in any region. 3 However the fanfare with which Nano was launched did not show much result, the car was not well accepted by the masses despite the low prices, it started selling in discounts like any other car in the Indian market. Tata's as a company are concerned about the same and are still trying to rework out strategies for revival of the market share and to fit into the vision of the company.

1. What was the type of strategy Tata's adopted during the launch of Nano.
2. pl help the company in working out a suitable strategy for the success of the car.
3. what in your opinion is the future of such cars in Indian markets