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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION : DECEMBER - 2023
SEMESTER - VI
Sub. : Strategic Management (BBA15-611)

Date : 21/12/2023

Total Marks : 60

Time: 10.00 am 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. What is the starting point of Strategic Intent?
a) Goal
b) Objective
c) Vision
d) Mission
2. S.W.O.T stands for _____
a) Strength worldwide overcome threats
b) Strength weakness opportunities and threats
c) Special weapons for operations for timeless
d) Services worldwide optimization and transport
3. The primary focus of strategic management is _____
a) The total organisation
b) Strategic analysis
c) Organizational department
d) Strategy formulation
4. Low cost, Differentiation and Focus are examples of _____
a) Corporate strategies
b) Functional strategies
c) Operational strategies
d) Business strategies
5. Which environment can create new markets and new business segments?
a) Political environment
b) Economic environment
c) Socio-cultural environment
d) Technological environment

Q. 2. State True / False (05)

1. Strategic business unit is considered to be a grand strategy.
a) True
b) False
2. Divestment is an asset-reduction strategy.
a) True
b) False
3. Strategic management handles administrative issues.
a) True
b) False
4. Liquidation is Selling all of a company's assets for their tangible worth.
a) True
b) False
5. Assigning administrative tasks is not a major element of the strategic management process.
a) True
b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Define Mission, Vision, Goals and Objectives.
2. Discuss in detail various types of business environment.

3. Write a note on mergers and acquisitions.
4. Discuss value chain analysis with suitable example.
5. Enlist the steps involved in strategy implementation.

Q. 4. Answer in detail (Any Two)

(20)

1. Write a detailed note on Michael Porter's 5 forces model of competition.
2. Discuss B.C.G matrix with suitable diagram.
3. Explain strategic management process.

Q. 5. Case study (Any One)

(15)

What started off as an entrepreneurial venture three decades ago, is today India's most successful company in the field of bio-based technologies and engineering with presence all over the world. The zeal of working toward making the world a better place has stayed with us till today and will continue to do so. With a humble beginning as a supplier of ethanol plants, today Praj is a globally leading company with a bouquet of sustainable solutions for bio-energy, high purity water, critical process equipment, breweries and industrial wastewater treatment. Headquartered in Pune, India, Praj has spread its presence across the globe with more than 750 references in more than 75 countries. Praj's business portfolio includes – - Bio-energy - High Purity Systems - Critical Process Equipment and Systems - Brewery Plants - Wastewater Treatment Systems The backbone of Praj's technology development is Praj Matrix, the Innovation Centre. In addition to supporting to existing businesses, Praj Matrix is engaged in development of a range of renewable fuels and chemicals. The 2nd generation ethanol technology is developed in-house at Praj Matrix. Praj's solutions are ably supported by world-class manufacturing facilities located in India - in Pune, Kandla (Gujarat) and Wada, near Mumbai. All the facilities are accredited with ASME U and H stamps and ISO 9001-2008 certification. Equipment engineering and fabrication is in accordance with international standards and codes. Praj employs around 1200 professionals in India and overseas from various engineering and other disciplines. With a slew of new initiatives, Praj aspires to be a major player in the environment, energy and agri processing led applications providing innovative, integrated solutions including plant, equipment and products that will enhance the quality of life. Vision Statement: We aspire to be the most preferred organization for all stakeholders through environment friendly and sustainable solutions that can make the world a better place.

Questions:

- Q1. Assess the Vision Statement of Praj Industries and Recommend appropriate changes.
- Q2. Summarize the case in your own words.