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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - VI
Sub.: Strategic Management (BBA15-611)

Date : 16/05/2024

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. Decisions related to strategy fall under which class?

a) Strategic decisions	b) Wrong decisions
c) Make no decisions	d) None of the above

2. What is the significance of objectives in business?

a) Organizational failure	b) Do nothing
c) None of the above	d) Organizational success

3. What is the purpose of strategic control?

a) Make no plan	b) Make a less flexible plan
c) To ensure that strategic plans	d) Plan is of no use

4. What are all the steps typically involved in strategy implementation?

a) Planning, organizing, and leading	b) Organising
c) Planning	d) Sourcing

5. What does SWOT analysis assess?

a) Sales performance	b) Strengths, Weaknesses, Opportunities, and Threats
c) Market demand	d) Financial stability

Q. 2. State True / False (05)

1. The strategic management process involves planning and execution.

a) True	b) False
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2. Hierarchy of objectives refers to the ranking of objectives based on their importance.

a) True	b) False
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3. Effective evaluation and control systems are not helpful in anyways.

a) True	b) False
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4. Organizational structure has no impact on strategic implementation.

a) True	b) False
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5. Matrix helps in identifying growth opportunities by analyzing market

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

1. Meaning and features of strategy (15)
2. Internal and external environment analysis
3. Business level strategies
4. Contingency planning
5. SWOT analysis

Q. 4. Answer in detail (Any Two)

1. What are the steps involved in strategy implementation? (20)
2. Analyze BCG Growth - Share matrix
3. Explain the Levels of Strategy.
4. Discuss the Role of organizational structure in strategic implementation.

Q. 5. Case study

(15)

In a quaint town nestled amidst rolling hills, Sarah, a passionate environmentalist, dreams of launching her own organic skincare brand. Her vision is to redefine beauty standards by promoting products that are not only effective but also sustainable and cruelty-free. With a mission to inspire confidence and promote environmental stewardship, Sarah envisions a world where skincare is a reflection of one's commitment to both personal well-being and planetary health. Her business definition centers around the concept of "conscious beauty," emphasizing the importance of transparency, natural ingredients, and ethical sourcing practices.

Firstly, she aims to develop a line of skincare products made from organic, plant-based ingredients that are ethically sourced and free from harmful chemicals. Sarah also intends to establish partnerships with local farmers and artisans to support sustainable livelihoods and promote economic empowerment within her community. Additionally, she sets a goal to educate consumers about the benefits of conscious beauty and empower them to make informed choices that align with their values and beliefs.

As Sarah's skincare brand gains recognition, she faces challenges such as sourcing high-quality ingredients and navigating the competitive beauty industry. However, her unwavering commitment to her vision and values guides her through each obstacle. With a focus on sustainability, transparency, and social responsibility, Sarah's brand not only achieves commercial success but also fosters positive change in the beauty industry. Through her visionary leadership and dedication to her mission, Sarah inspires a new generation of conscious consumers and paves the way for a more sustainable and ethical future in skincare.

Question :

- 1) Explain Vision and Mission for Sarah in your words.
- 2) How does Sarah's vision for her organic skincare brand reflect her commitment to environmental stewardship and redefining beauty standards?
- 3) What impact does Sarah's approach have on her business's success and societal influence?
