

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA General	Year & Semester: 1st year & 2 nd sem
Course Name: Strategic Management	Course Code: BBG/104/V
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define the term 'Strategic Management'	1
2	List any two features of strategic management.	1
3	Explain the significance of strategic management for modern organizations.	2
4	State one point of difference between Corporate level and Business level strategy.	1
5	Discuss the meaning of functional level strategy.	2

Long answer questions

Q.N.	Question	KL
1	Discuss the process of strategic management.	2
2	Explain the different levels of strategy.	2
3	Explain the features and importance of strategic management.	2
4	Discuss the evolution/historical development of strategic management.	2
5	Discuss the various decisions taken under the corporate level strategy.	2

Unit II

Short answer questions

Q.N.	Question	KL
1	Explain the importance of organizational objectives.	2
2	Discuss the meaning of environmental appraisal.	2
3	State the full form of ETOP and QUEST.	1
4	Explain the importance of environmental appraisal.	2
5	Discuss the meaning and importance of grand strategy.	2

Long answer questions

Q.N.	Question	KL
1	Explain the different techniques of business environmental analysis.	2
2	Discuss the points to be considered while deciding the mission and objectives of the business.	2
3	Explain the objectives of corporate strategy.	2
4	Discuss the different types of grand strategies.	2
5	Differentiate between mission, vision and objectives.	4

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Unit III

Short answer questions

Q.N.	Question	KL
1	Define the term 'Strategic alternatives'.	1
2	Explain the term 'Competitive advantage'.	2
3	Discuss the concept of value chain.	2
4	Explain the meaning of organizational structure.	2
5	Discuss the importance of business ethics.	2

Long answer questions

Q.N.	Question	KL
1	Explain the how can we integrate business ethics into corporate strategy.	2
2	Discuss the different strategic alternatives available for a MNC with examples.	2
3	Explain the meaning of competitive advantage and means to achieve it.	2
4	Discuss the relationship between organizational structure and activating strategies.	2
5	Explain the steps of strategic implementation/activating strategies.	2
6	Discuss the problems in strategic implementation and how it can be made effective.	2

Unit IV

Short answer questions

Q.N.	Question	KL
1	Explain the meaning of strategic control and strategic evaluation.	2
2	Discuss the meaning of organizational structure.	2
3	Explain the role of feedback in strategic evaluation.	2
4	List the steps of strategic control.	1
5	Explain the BCG Matrix.	2

Long answer questions

Q.N.	Question	KL
1	Explain the role of IT in strategic management.	2
2	Differentiate between strategic and operational control.	4
3	Explain the different techniques of strategic evaluation and control.	2
4	Discuss the barriers in strategic evaluation and the ways to remove those barriers.	2
5	Discuss the difference between strategic evaluation and strategic control.	2