

Department of Management Studies

Academic year 2025-26

Programme: BBA DM	Year & Semester: 2 RD & 4
Course Name: Strategic Management	Course Code: BBA/DIMK/405
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Short Answer Questions

Q.No.	Questions	KL
1	Define strategy.	KL1
2	Explain strategic management?	KL2
3	State the meaning of vision, mission and objective.	KL1
4	Differentiate between mission and objectives.	KL4

Long Answer Questions

Q.No.	Questions	KL
1	Explain the concept of strategy and discuss its role in organisational success.	KL2
2	Discuss the strategic management process.	KL2
3	Explain vision, mission and objectives with examples.	KL2
4	Describe levels of strategy.	KL2
5	Explain the importance of strategic intent in modern organisations.	KL2

Unit-II

Short Answer Questions

Q.No.	Questions	KL
1	Define environmental analysis?	KL1
2	Define SWOT analysis.	KL1
3	Define BCG Matrix?	KL1
4	Define value chain analysis?	KL1

Long Answer Questions

Q.No.	Questions	KL
1	Explain environmental and organisational appraisal.	KL2
2	Discuss types of corporate level and business level strategies.	KL2
3	Explain BCG Matrix with suitable examples.	KL2
4	Explain value chain analysis with suitable examples.	KL2

Unit-III

Short Answer Questions

Q.No.	Questions	KL
1	Explain strategy implementation?	KL2
2	Explain organisational structure.	KL2
3	Explain functional implementation?	KL2

4	Explain behavioural implementation?	KL2
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Long Answer Questions

Q.No.	Questions	KL
1	Explain the importance of strategy implementation.	KL2
2	Discuss organisational structures for implementation.	KL2
3	Explain structural and behavioural implementation.	KL2
4	Analyse problems in strategy implementation.	KL4

Unit-IV

Short Answer Questions

Q.No.	Questions	KL
1	Explain strategy evaluation?	KL2
2	Define strategic control.	KL1
3	Explain operational control?	KL2
4	Explain balanced scorecard?	KL2

Long Answer Questions

Q.No.	Questions	KL
1	Explain strategy evaluation and control process.	KL2
2	Discuss techniques of strategic control.	KL2
3	Differentiate strategic and operational control.	KL4
4	Explain balanced scorecard approach.	KL2