



*J. Sambit*

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# Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

## Continuous Internal Assessment Test I – February 2026

### IV Semester

Class : II BBA

Major : Business Administration

Time: 2 hours

Maximum Marks: 60

### 24BBAC09 Strategic Management

#### Course Outcomes:

At the end of the course, students will:

1. Evaluate and select the most desirable projects.
2. Apply appropriate approaches to plan as new project and develop project schedule.
3. Identify the important risks facing in a new project.
4. Develop schedule for a specific project and its appraisal using various techniques.
5. Calculate project duration and assess project cost.

#### Part - A

6 x 1 = 6

#### Choose the Correct Answer

1. The fundamental purpose for the existence of an organization is \_\_\_\_\_ CO1 K1  
a. Policies      b. Mission      c. Procedures      d. Strategies
2. The acronym SWOT stands for \_\_\_\_\_ CO1 K1  
a. Strengths, Weaknesses, Opportunities, Threats      b. Strategy, Wisdom, Objectives, Tactics  
c. Systems, Workflows, Opportunities, Teams      d. Success, Willingness, Outcomes, Tasks
3. Which is NOT a major element of the strategic management process? CO3 K1  
a. Formulating strategy      b. Implementing strategy  
c. Evaluating strategy      d. Assigning administrative tasks
4. What sets an organization apart from its competitors, providing value to customers? CO1 K1  
a. Increased efficiency      b. Competitive advantage      c. Intangible resources  
d. Strong mission
5. Strategic management is different from other management types \_\_\_\_\_ CO2 K1  
a. Focused only internally      b. Interdisciplinary and has an external focus  
c. Only for top management      d. Reactive, not proactive
6. Divestment in strategic terms refers to \_\_\_\_\_ CO3 K1  
a. Adding new products      b. Reducing costs      c. Selling off a part of the business  
d. Focusing on new markets

#### Part - B

3 x 6 = 18

#### Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. Contrast on the meaning and scope of Strategic Management. CO3 K1  
(or)
7. b. Explain briefly on the term Strategic Planning and write about its scope. CO2 K2
8. a. Compare Strategy and Tactics with corporate examples. CO1 K2  
(or)
8. b. Explain the various dimensions of Strategic planning in brief. CO2 K2
9. a. Describe the concept of Environment with evidence. CO2 K2  
(or)
9. b. Write a note on the objectives and goals of business policies in an organization. CO3 K2

#### Part - C

3 x 12 = 36

#### Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Explain in detail on the benefits and risks of Strategic Management with example. CO2 K1  
(or)
10. b. Elaborate on the various Business Models with real time examples. CO2 K1
11. a. Describe Strategic Decision-making Process with real examples. CO2 K2  
(or)
11. b. Explain in detail about the various components of Environment with illustration. CO2 K2
12. a. Elaborate on process of Environmental Scanning analysis with evidence. CO2 K2