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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA –VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

(Examination conducted in May 2023)

**BBA6319 : STRATEGIC MANAGEMENT**

(For Current Batch students only)

| **Time : 2 ½ hr** |  |  **Max Marks-70** |  |
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|  |  | **( This paper contain two printed sheet with four parts )** |  |

**Section A**

1. **Answer any five of the following. 5x2=10 Marks**
2. Define strategic management.
3. State the difference between strategy and tactics.
4. What is diversification strategy?
5. What is PESTEL analysis?
6. Write any two core competencies strategies for business.
7. What do you mean by strategic change?

**Section B**

1. **Answer any Three of the following: 3x5=15 Marks**
2. Write a short note on vision, mission, objectives and goals.
3. Enumerate the steps in strategy formulation.
4. Discuss the SWOT analysis of Indian electric vehicle industry.
5. Explain the techniques of strategic evaluation in the organization.

**Section C**

1. **Answer any Two of the following: 2x15=30 Marks**
2. Explain the strategic management process. Also discuss the levels of strategies in detail.
3. Discuss BCG matrix and 7’s model in detail .
4. Enumerate the micro and macro factors of environmental scanning.

 **Section D**

1. **Answer the following (Compulsory Question) 1x15=15 Marks**

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**TATA NANO**

 Tata motors have been eyeing the Indian passenger market for a long time. During earlier times, their brands such as Tata Sumo were well received; the company had a very low share in the Indian passenger car market due to stiff competition from Maruti . Tata motors came up with Tata Indica , which mirrored Maruti’s products and challenged Maruti’s dominance in small car market . Inspired by the success of Indica Tata launched the Tata Nano . Critics were of the view it could not be possible due to the low cost of the car. Tata Nano’s modular design is one of the most innovative aspects, it can be shipped separately and assembled in any region. However the fanfare with which Nano was launched did not show much result, the car was not well accepted by the masses despite the low prices, it started selling in discounts like any other car in the Indian market. Tata’s as a company are concerned about the same and are still trying to rework out strategies for revival of the market share and to fit into the vision of the company.

**Questions :**

1. Suggest the company in working out a suitable strategy for the success of the car in the automobile sector. (5 Marks)
2. Design a SWOT analysis for the future Indian car market with reference to the above case. (10 Marks)