

Daffodil International University (DIU)
Faculty of Business & Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Fall-2025

Time: 1 hour 30 minutes

Course Code: 0413-315

Sections: 65 (All)

Examination: Mid-term

Full Marks: 25

Course Title: Strategic Management

Teacher's Name: MAH2, DMM, DMMI, Sabbir

[NB: All questions carry equal marks. Answer all of the following questions, Practical and appropriate examples will carry extra marks.] **Full Marks: 6.25*4=25**

1. **Explain** four generic building blocks of competitive advantage? **Illustrate** the roles of top management in assisting a company to achieve superior efficiency, quality, innovation, and customer responsiveness? **6.25 (CLO-1, L2)**
2. **Interpret** the definition of business with the help of three basic questions (who is being satisfied, what is being satisfied and how is being satisfied). **Relate** the accuracy of the following statement; Formal strategic planning systems are relevant for firms competing in high-technology industries where routinely made obsolete by unforeseen events. **6.25 (CLO-1, L2)**
3. **Model** the Michel Porter's three generic strategies with figure and how does following statement "The harder I work, the luckier I seem to get" can be **applied** in the business process of a company? **6.25 (CLO-2, L3)**
4. Complementary products are a real threat for achieving competitive advantage. Do you agree? If so, **defend** your opinion. **Assess** the impact of macro environmental factors on the likely level of enrollment at your university over the next decade. **Justify** the implication of these factors for the job security and salary level of your professors. **6.25 (CLO-3, L5)**