

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

Semester: Summer-2025
Time: 1 hour 30 minutes
Course Code: 0413-315
Sections: 64 (All)

Examination: Mid-term
Full Marks: 25
Course Title: Strategic Management
Teacher's Name: MAH2, DMM

[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. **Compare and Contrast** among mission, vision and goals with relevant example. **Why, how and When** customers evaluate the quality of a product? They commonly measure it against two kinds of attributes: Quality as Excellence and Quality as Reliability. **6.25 (CLO-1, L2)**
2. **Interpret** business with the help of three basic questions (who is being satisfied, what is being satisfied and how is being satisfied). **Illustrate** 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. "All men can see these tactics whereby I conquer but what none can see is the strategy out of which victory evolves." **Explain** the statement in the light of various functional level strategies. **6.25 (CLO-3, L5)**