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| QP CODE: D4BIB2401                                                       | (Pages: 2)        | Reg. No : .....         |
|                                                                          |                   | Name : .....            |
| Fourth Semester BBA (FYUGP) Degree Examinations April 2026               |                   |                         |
| Value Added Courses (VAC)                                                |                   |                         |
| BIB4FV108 : Strategic thinking with Indian Wisdom                        |                   |                         |
| (Credits: 3)                                                             |                   |                         |
| Time: 1.5 Hours                                                          | Maximum Marks: 50 |                         |
| Section A                                                                |                   |                         |
| Answer the following questions. Each carries 2 marks (Ceiling: 16 marks) |                   |                         |
| 1. Define Environmental Scanning.                                        | BL1               | CO1, CO2, CO3, CO4, CO5 |
| 2. What is Generic Competitive Strategy?                                 | BL1               | CO4, CO5                |
| 3. What is Karmayoga Leadership?                                         | BL1               | CO1, CO2, CO3, CO4, CO5 |
| 4. What is Upanishad based Learning?                                     | BL1               | CO1, CO2, CO3, CO4, CO5 |
| 5. What are the different Levels of Strategy?                            | BL1               | CO1, CO2, CO3, CO5      |
| 6. State two features of Purusharthas Framework.                         | BL2               | CO1, CO2, CO3           |
| 7. Give one example for the stake of a Government in a business.         | BL3               | CO1, CO2, CO3, CO5      |
| 8. What are the elements in strategy implementation?                     | BL2               | CO1, CO2, CO3, CO5      |
| 9. Why is Strategic Control Systems important?                           | BL2               | CO1, CO2, CO3, CO4      |
| 10. State two features of Strategic Feedback Systems.                    | BL2               | CO2, CO3, CO4, CO5      |
| Section B                                                                |                   |                         |
| Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks) |                   |                         |
| 11. Discuss the strategic relevance of Righteous Action in Strategy.     | BL4               | CO1, CO2, CO3, CO4      |
| 12. Explain the concept of Value Chain Analysis.                         | BL2               | CO1, CO2, CO3, CO5      |
| 13. Differentiate between the concept of Niti and Neeti Ethics.          | BL2               | CO2, CO3, CO4, CO5      |
| 14. Explain the concept of Performance Measurement Frameworks.           | BL2               | CO1, CO2, CO3, CO5      |
| 15. Discuss the strategic relevance of Scenario Planning.                | BL4               | CO1, CO2, CO5           |
| (PTO)                                                                    |                   |                         |

### Section C

**Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)**

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|-----|---------------------------------------------------------------------------|-----|--------------------|
| 16. | Analyze challenges in implementing Strategic Analysis Tools.              | BL4 | CO1, CO3, CO4      |
| 17. | Develop a strategic framework based on Mitra–Ari–Udaasin Model for India. | BL6 | CO1, CO2, CO4, CO5 |

**CO : Course Outcome**

**BL : Bloom's Taxonomy Levels** (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)