

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-6)
STRATEGY MANAGEMENT
Subject Code : BBA-601-18
M.Code : 79347
Date of Examination : 01-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

I. Write Briefly :

- a) Any two points of difference between Business Policy and Strategic Management.
- b) Any two points of difference between strategic and financial controls.
- c) What do you mean by Core Competence?
- d) Outline the significance of synergy for an organization.
- e) What do you mean by PEST Analysis?
- f) What do you mean by Innovation?
- g) What do you mean by ETOP?
- h) What is the significance of Cost and Differentiation Strategy?
- i) What do you mean by Strategic Leadership?
- j) Discuss in brief the significance of Balanced Scorecard.



SECTION-B

UNIT-I

2. What do you mean by Strategic Management? Discuss the benefits of Strategic Management for a business organization
3. Explain the factors responsible for an effective strategy. Also, examine the different levels of strategy with examples.

UNIT-II

4. Describe the concept of environmental scanning in detail. Also, discuss its significance for a company.
5. Michael Porter's five forces model of industry attractiveness enables any company to outperform their competitors. Illustrate your answer by analysing any industry of your choice.

UNIT-III

6. What are the uses of BCG Matrix? Do you think BCG Matrix has limited application in business?
7. How diversification and performance are related? Also, discuss some of the possible side effects of too much diversification.

UNIT-IV

8. Describe in detail the process of Strategy Evaluation.
9. "Strategy Formulation and Strategy implementation are closely linked." Do you agree? Also, describe in detail the various barriers in the way of implementing strategy.

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BBA (Sem-6)

STRATEGY MANAGEMENT

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Time : 3 Hrs.

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SECTION-A

L. Answer briefly :

- Scope of strategic management
- Different approaches of strategy formulation
- PEST analysis
- ETOP analysis
- Differentiation strategy
- Elements of strategic evaluation
- Strategic leadership
- Types of strategic control
- GE Nine cell matrix
- Relationship between strategy and structure

SECTION-B

UNIT-I

2. What do you mean by strategic management? Discuss in detail the steps of strategic management with the help of suitable examples.
3. What do you mean by strategy? What are the important characteristics of a strategy? Also elaborate various levels of strategies with illustrations.

UNIT-II

4. What is competitive analysis? Elaborate relevance of five forces model of competitive analysis in detail?
5. What do you mean by environmental scanning? Discuss various methods of environmental scanning with their advantages and limitations.

UNIT-III

6. What is diversification? Explain different types of diversification strategies. Also discuss the reasons for adopting diversification strategies.
7. What is strategic choice? Illustrate the process of making strategic choice. Elaborate the relevance of using BCG matrix for strategic analysis and choice in Indian context.

UNIT-IV

- 8 What do you understand by resource allocation? Briefly explain various factors
influencing resource allocation to a strategy
- 9 a) Explain the relationship between strategy formulation and implementation
b) Elaborate the strategic control process

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BBA (Sem-6)
STRATEGY MANAGEMENT

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M.Code : 79347

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INSTRUCTIONS TO CANDIDATES :

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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Student has to attempt any ONE question from each Sub-section.

SECTION-A

Answer briefly :

- What is strategy?
- What is environmental analysis?
- Outline business level strategies.
- What is life cycle analysis?
- What is competitive parity?
- What is Directional Policy Matrix?
- Discuss some of the tools of strategic evaluation.
- What is strategic audit for control?
- What is a core competence?
- What is competitive advantage?

SECTION-B

UNIT-I

2. Explain strategic management process. What are the factors which shape a company's strategies?
3. Discuss in detail levels of strategies? What are different types of corporate level strategies?

UNIT-II

4. What is the difference between internal and external environment? Discuss in detail the life stage analysis.
5. Write short notes on following :
 - a) Environment threat opportunity profile
 - b) Porters 5 forces model.

UNIT-III

6. Discuss the process of strategic choice? Compare and contrast BCG and GE matrix.
7. Write short notes on following :
 - a) Competitive advantage
 - b) Balance scorecard.

UNIT-IV

8. What is strategic leadership? What is the role of leadership in strategic management? Give examples.
9. What is strategic control? Discuss the purpose of strategic control. Outline the role of the strategist in evaluation and control of strategic management.

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