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BBA (Sem. - 6th)
CORPORATE STRATEGY
SUBJECT CODE : BB - 601
Paper ID : [C0229]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) What do you mean by strategy?
- b) What are Grand Strategies?
- c) What is feedback control?
- d) What is the objective of conducting SWOT analysis?
- e) What are entry barriers?
- f) What is core competency?
- g) What are intangible corporate resources?
- h) What is concentric diversification?
- i) What is the objective of forward integration? Give an example.
- j) Which business segments are termed as "Cash Cows" under BCG matrix?