

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

BBA (Sem. - 6th)

CORPORATE STRATEGY

SUBJECT CODE : BB - 601 (2008 to 2011 Batch)

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) Answer the following :

(10 × 2 = 20)

- a) What do you mean by strategic management ?
- b) What are Generic Strategies ?
- c) Differentiate between Objectives and Goals of a company.
- d) Who are stakeholders ?
- e) What is the objective of conducting ETOP analysis ?
- f) What are exit barriers ?
- g) What is value chain analysis ?
- h) What is conglomerate diversification ?
- i) What is the objective of backward integration ? Give an example.
- j) Which business segments are termed as “Try harders” under GE 9 Cell matrix ?

Section - B

(4 × 10 = 40)

- Q2)** In what way is strategic decision making different from decision making ? Discuss the scope of strategic management.
- Q3)** Why is it necessary for every company to have a mission statement ? Discuss the components of a good mission statement.
- Q4)** What is the significance of conducting external environment analysis before making a strategy ? Discuss in brief various techniques used in such an analysis.
- Q5)** Discuss the Porter's five forces model of analysing industry competitiveness. Take the example of any industry of your choice.
- Q6)** Evaluate the Boston Consultancy Group's matrix of analysing the portfolio of a diversified company.
- Q7)** What is Balanced Score Card ? Discuss this as a technique of implementing and controlling strategy.

