Roll No. | | | | | | | | | | | | **Total No. of Pages : 02**

Total No. of Questions : 09

BBA (2012 Batch) (Sem.–6)
CORPORATE STRATEGIES
Subject Code : BBA-601
Paper ID : [72345]

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-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. Answer briefly:

a. Competitive Advantage

b. Vision Statement

c. Operational Level Strategies

d. Horizontal Integration

e. SWOT

f. Market Segmentation

g. Core Competence

h. Critical Success Factors

i. Corporate Ethics

j. Strategic Control

SECTION-B

UNIT-I

2. Write down five features of good corporate vision.

3. Briefly explain the process of strategic management.

UNIT-II

4. Discuss four major external forces that affect telecom industry in India.

5. Explain Porter's Five Forces Model.

UNIT-III

6. Write short note on corporate levels strategies.

7. What is the strategic use of GE Nine Cell Matrix in business?

UNIT-IV

8. Define relationship between Strategy formulation and implementation.

9. Explain corporate culture and its role in behavior implementation of strategy.