

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. **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

1. Write briefly :

- a) What is role of above average rate of return and sustained competitive advantage in strategic management?
- b) What are the seven segments of the general environment?
- c) What is core competence?
- d) How do focused differentiation and focused cost-leadership strategies differ from their non-focused counterparts?
- e) What is corporate governance? What is its role in strategy implementation?
- f) Outline porters approach to industry analysis.
- g) What is hoofers product-market evolution matrix?
- h) Outline structure of QUEST.
- i) What is stability corporate level strategy?
- j) Differentiate between retrenchment and combination corporate level strategies.

SECTION-B

UNIT-I

2. Discuss in detail the strategic management process. What determines whether a company matches internal environment to external or external environment to internal?
3. Discuss various approaches to a company designing its business model. What should be characteristics of a good business model?

UNIT-II

4. What is environmental scanning? Differentiate between micro and macro components of external environment. Outline some of the techniques of measuring each one of micro and macro environments.
5. What are the differences between tangible and intangible resources? Which category of resources is more valuable to the firm?

UNIT-III

6. Define strategy and business-level strategy. What is the difference between these two concepts? Discuss Porter's generic strategies.
7. Differentiate between following :
 - a. Corporate level and business level strategy
 - b. BCG and GE matrix.

UNIT-IV

8. Discuss the difference between strategic and financial controls.
9. Discuss interrelationship between formulation and implementation? What are various aspects of strategy implementation that a strategist should concentrate on?