

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards)
BRDM / Bachelor in Service Industry Management(SIM)
(2014 & Onwards)
(Sem.-6)

CORPORATE STRATEGY

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

1. **Write briefly :**
 - a. Define Synergy
 - b. Strategic Advantage Profile
 - c. ETOP
 - d. Define SBU
 - e. GE Matrix
 - f. Strategic Control
 - g. Value Chain Analysis
 - h. Mission Statement
 - i. Benchmarking
 - j. Corporate Restructuring

SECTION-B

UNIT-I

2. Explain Mission. Write key elements in developing a mission statement.
3. Discuss the important steps involved in strategic management process.

UNIT-II

4. Briefly explain two techniques of environmental scanning.
5. Explain Porter's Five Forces Model.

UNIT-III

6. Differentiate between Horizontal Integration and Vertical Integration.
7. Explain BCG matrix with two advantages and disadvantages.

UNIT-IV

8. Discuss the steps involved in process of strategic control.
9. Write down any four issues in strategy implementation.