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Total No. of Questions: 09

Total No. of Pages: 02

BBA/Bachelor in Service Industry Management (SIM)/BRDM (Sem. 6)

CORPORATE STRATEGIES

Subject Code: BBA-601

Paper ID: 72345

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Section A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. Attempt any **ONE** question carrying **TEN** marks from each unit in Section B.

SECTION A

1. **Answer briefly:**

- a) Define vision.
- b) Strategic management.
- c) SWOT analysis.
- d) Retrenchment strategy.
- e) Resource allocation.
- f) Product Diffraction
- g) Cost leadership strategies.
- h) Backward integration.
- i) Forward integration.
- j) Difference between policy and strategy.

SECTION B

UNIT I

2. Discuss the roles that major strategists play strategic Mgt.
3. Describe the essential characteristics of a mission statement. In what different ways can a mission statement be formulated?

UNIT II

4. What are the different types of factors which affect the process of environmental appraisal?
5. How does the 'key factors rating' method work for organizational appraisal?

UNIT III

6. Where is a divestment strategy necessary? What approaches could be employed to adopt a divestment strategy?
7. Discuss the different types of subjective factors that affect strategic choice.

UNIT IV

8. Write a descriptive note on the importance of leadership style in strategy implementation.
9. How is performance evaluation done in public enterprises in India?