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 STRATEGIES

M Code: 72345

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. **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. a) Outline levels of strategic management.

   b) What is core rigidity?

   c) Describe the risks of a differentiation strategy.

   d) What are steps in conducting an ETOP?

   e) Outline BCG matrix?

   f) What is retrenchment? How is it different from combination strategy?

   g) What are different techniques of strategic control?

   h) What are different aspects of strategy implementation?

   i) What are various generic business level strategies?

   j) What are various techniques used for organizational appraisal?

SECTION B

Unit I

2. Outline the strategic management process and explain the relationship of the strategic management process to organizational ethics.

3. Define strategic competitiveness and above-average returns as objective behind strategic decision making. What are a firm's vision and mission? What is the value to the firm of having a specified vision and mission?

Unit II

4. Identify and describe the three major parts of the external environment. What is the purpose of the firm's collecting information about these aspects of its environment?

5. What is organizational appraisal? How does value chain analysis help in identify capabilities of a firm and gain competitive advantage?

Unit III

6. When a firm chooses a business-level strategy, it must answer the questions "Who? What? and How?" What are these questions and why are they important?

7. Write short notes on following:

   a) Product market evolution matrix as a tool for strategic choice.

   b) Porters approach to industry analysis.

Unit IV

8. What is corporate governance and how is it used to monitor and control managers' decisions?

9. What is strategic control? Discuss the difference between strategic and financial controls.