

Roll No.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)

STRATEGY MANAGEMENT

Subject Code : BBA-601-18

M.Code : 79347

Date of Examination : 01-07-22

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

I. Write Briefly :

- a) Any two points of difference between Business Policy and Strategic Management.
- b) Any two points of difference between strategic and financial controls.
- c) What do you mean by Core Competence?
- d) Outline the significance of synergy for an organization.
- e) What do you mean by PEST Analysis?
- f) What do you mean by Innovation?
- g) What do you mean by ETOP?
- h) What is the significance of Cost and Differentiation Strategy?
- i) What do you mean by Strategic Leadership?
- j) Discuss in brief the significance of Balanced Scorecard.

SECTION-B

UNIT-I

2. What do you mean by Strategic Management? Discuss the benefits of Strategic Management for a business organization.
3. Explain the factors responsible for an effective strategy. Also, examine the different levels of strategy with examples.

UNIT-II

4. Describe the concept of environmental scanning in detail. Also, discuss its significance for a company.
5. Michael Porter's five forces model of industry attractiveness enables any company to outperform their competitors. Illustrate your answer by analysing any industry of your choice.

UNIT-III

6. What are the uses of BCG Matrix? Do you think BCG Matrix has limited application in business?
7. How diversification and performance are related? Also, discuss some of the possible side effects of too much diversification.

UNIT-IV

8. Describe in detail the process of Strategy Evaluation.
9. "*Strategy Formulation and Strategy implementation are closely linked.*" Do you agree? Also, describe in detail the various barriers in the way of implementing strategy.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.