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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 : 20-05-2023

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. Answer briefly :

- a) What is strategic management?
- b) Outline some of the traditional approaches to strategy.
- c) Outline functional level strategies.
- d) What is PEST analysis?
- e) What is competitive advantage? How can it be gained?
- f) What is Hofer's Product-Market Evolution Matrix?
- g) Outline strategy structure and conduct.
- h) What is strategic evaluation?
- i) What is operational control?
- J) What is a core competence?

SECTION-B

UNIT-I

2. Discuss interdisciplinary nature of strategic management? What is the contribution of these disciplines to the process of strategic management?
3. **Differentiate between following :**
 - a) Vision and mission statement
 - b) Business level and corporate level strategies.

UNIT-II

4. Discuss in detail the assumptions of resource-based view. How is the competitor analysis affected if Industrial Organization model is used?
5. What is a perfect industry to enter as per porters 5 forces model? What are the strategies it states a company can adopt if any of the forces is unfavourable?

UNIT-III

6. Explain BCG growth share matrix and GE Nine cell matrix for portfolio analysis of organizations? Also explain the differences between them?
7. Write short notes on following :
 - a) Balance scorecard
 - b) Types of diversification strategy.

UNIT-IV

8. Discuss the process of strategy implementation? What are the elements of supportive culture which help in strategic implementation?
9. Discuss the strategic control process. What are different types of controls? Give examples.

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.