

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem-6)

STRATEGY MANAGEMENT

Subject Code : BBA601-18

M.Code : 79347

Date of Examination : 21-11-2023

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

l. Answer briefly :

- a) Scope of strategic management
- b) Different approaches of strategy formulation
- c) PEST analysis
- d) ETOP analysis
- e) Differentiation strategy
- f) Elements of strategic evaluation
- g) Strategic leadership
- h) Types of strategic control
- i) GE Nine cell matrix
- j) Relationship between strategy and structure.

SECTION-B

UNIT-I

2. What do you mean by strategic management? Discuss in detail the steps of strategic management with the help of suitable examples.
3. What do you mean by strategy? What are the important characteristics of a strategy? Also elaborate various levels of strategies with illustrations.

UNIT-II

4. What is competitive analysis? Elaborate relevance of five forces model of competitive analysis in detail?
5. What do you mean by environmental scanning? Discuss various methods of environmental scanning with their advantages and limitations.

UNIT-III

6. What is diversification? Explain different types of diversification strategies. Also discuss the reasons for adopting diversification strategies.
7. What is strategic choice? Illustrate the process of making strategic choice. Elaborate the relevance of using BCG matrix for strategic analysis and choice in Indian context.

UNIT-IV

8. What do you understand by resource allocation? Briefly explain various factors influencing resource allocation to a strategy.
9.
 - a) Explain the relationship between strategy formulation and implementation.
 - b) Elaborate the strategic control process.

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.