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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 : 05-05-2025

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) Differentiate between business level and corporate level strategies.
- b) Difference between goals and objectives.
- c) What is Pest analysis?
- d) What is dynamic competition?
- e) Explain Hofer's Product Market Evolution Matrix.
- f) Define Balanced Scorecard.
- g) Define strategic control.
- h) What is strategic leadership?
- i) What is Resource Allocation?
- j) What are diversification strategies?

SECTION - B

UNIT - I

2. Elaborate the nature and scope of strategic management. Discuss the steps involved in the process of strategic management.
3. ***‘Strategy operates at different levels’***. Do you agree? Comment explaining different levels of strategy.

UNIT - II

4. What is organizational analysis? Discuss two techniques of conducting this analysis.
5. What is environmental analysis? Describe Porter five forces model and its significance.

UNIT - III

6. Explain the relevance of cost and differentiation strategies for competitive advantage.
7. Discuss the concept of strategic choice. Explain GE nine cell matrix and BCG techniques of strategic choice in detail.

UNIT - IV

8. Explain the process of strategic implementation in detail. Discuss the relationship between strategy and structure.
9. Explain the techniques for conducting strategic evaluation and control.

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.