

B.B.A. Sem-6 Examination

CC 310

Strategic Management

October 2021

Time : 2-00 Hours]

[Max. Marks : 50

Section-1

- Q-1 (A) What is Strategic Management? Discuss Process of Strategic Management in Detail (10)
(B) What is Vision? Explain Difference between Mission and Vision in Detail (10)
- Q-2 (A) Discuss Porter's Five Force Analysis in Detail with suitable examples (10)
(B) Explain PESTLE analysis with suitable examples (10)
- Q-3 (A) Discuss BCG Matrix with suitable examples (10)
(B) Explain Ansoff Matrix in detail with example (10)
- Q-4 (A) What is Diversification? Discuss Diversification strategy in detail (10)
(B) Explain Porter's Generic Strategy in Detail (10)

Section-2

- Q-1 _____ is known as Hierarchy of Purpose of organisation.
1) Intent
2) Goal
3) Accomplishments
4) Achievements
- Q-2 _____ is known as future perceived self- image of organisation
1) Mission
2) Vision
3) Goal
4) Objectives
- Q-3 Which tool is used to study internal and external both types of environment?
1) Five Force
2) BCG

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- 3) SWOT Analysis
- 4) Value Chain Analysis

Q-4 Which factor of SWOT evaluate favorability of external environment?

- 1) Opportunities
- 2) Strength
- 3) Weakness
- 4) Threats

Q-5 According to BCG Matrix, which SBU belong to High growth rate-Low Market Share situation?

- 1) DOG
- 2) Cash Cow
- 3) Star
- 4) Question Mark

Q-6 Who gave the concept of Value Chain Analysis?

- 1) Philip Kotler
- 2) Michael Kotler
- 3) Michael Porter
- 4) Joh Macannaro

Q-7 Which generic strategy is to be used to achieve competitive advantage of less cost for a niche?

- 1) Low cost leadership
- 2) Best Cost Provider
- 3) Differentiation
- 4) Focused Low Cost

Q-8 when firm diversify into similar set of products is known as _____

- 1) Related Diversification
- 2) Unrelated Diversification
- 3) Vertical Diversification
- 4) Diagonal Diversification

Q-9 Which strategy is aimed at gaining control over entire supply chain?

- 1) Vertical Integration
- 2) Horizontal Integration
- 3) Diversification
- 4) Diagonal Integration

Q-10 Which of the following tools is also known as Market Share-Growth Share Matrix?

- 1) Value Chain Analysis
- 2) BCG Matrix
- 3) Ansoff Matrix
- 4) SWOT Analysis