

Seat No. : \_\_\_\_\_

# AC-103

April-2023

BBA, Sem.-VI

## CC-310 : Strategic Management

Time : 2:30 Hours]

[Max. Marks : 70

### SECTION – I

1. (A) Discuss the significance of Strategic Management. 7
- (B) Differentiate between Vision and Mission. 7

**OR**

- (A) Discuss various forms of strategic fit and highlight its benefits. 7
  - (B) Define mission and explain its characteristics. 7
2. (A) What is PESTEL analysis ? Briefly explain the elements of PESTEL analysis. 7
  - (B) Discuss SWOT analysis with a suitable example. 7

**OR**

- (A) Discuss various approaches to Environmental scanning. 7
  - (B) Elucidate five forces analysis as given by Michael Porter. 7
3. (A) Discuss the BCG Model in detail. 7
  - (B) Explain how are resources important in a business organization. 7

**OR**

- (A) Briefly explain the Ansoff Model. 7
  - (B) “Capabilities and Core competencies have one-way relation.” Explain. 7
4. (A) State the five generic strategies and explain any one of them in detail. 7
  - (B) Explain advantages and disadvantages of Forward Integration. 7

**OR**

- (A) Critically evaluate the concentric diversification. 7
- (B) Define Horizontal diversification and highlight its advantages and disadvantages. 7

## SECTION – II

5. Do as directed : (Attempt any 7) (2 marks each) 14
- (1) Which one of the following does not relate to the corporate level strategy ?
    - (a) Stability
    - (b) Retrenchment
    - (c) Feedback
    - (d) Growth
  - (2) The “Blue Ocean” strategy as explained by W. Chan Kim and Rence Mauborgne is targeting the 100% market share and keeping all competitors far.
    - (a) True
    - (b) False
  - (3) Which one of the following is not a part of strategic management process ?
    - (a) Formulation of Strategic vision.
    - (b) Setting the objectives.
    - (c) Adjustments in strategic vision based on performance evaluation.
    - (d) Imposing orders to lower level management.
  - (4) The economic environment especially external environment is uncertain and uncontrollable.
    - (a) True
    - (b) False
  - (5) Who gave the theory of Five forces analysis ?
    - (a) Philip Kotler
    - (b) John Keynes
    - (c) Alfred Marshal
    - (d) Michael Porter
  - (6) In SWOT analysis ‘W’ means
    - (a) Waste
    - (b) Weather
    - (c) Weakness
    - (d) Work
  - (7) One of the following is a tangible resource
    - (a) Talent and knowledge
    - (b) Creative idea generation
    - (c) Building of brand image
    - (d) Firms borrowing capacity
  - (8) Which one of the following market structures is not relevant for building the competitive advantage ?
    - (a) Monopoly
    - (b) Duopoly
    - (c) Oligopoly
    - (d) Competition
  - (9) The model incorporating the product and market in  $2 \times 2$  contingency table is known as \_\_\_\_\_.
    - (a) BCG Matrix
    - (b) Ansoff Model
    - (c) CAPM Matrix
    - (d) ABC Analysis
  - (10) The related diversification is finance driven.
    - (a) True
    - (b) False
  - (11) \_\_\_\_\_ alliance is an alliance in which two or more firms develop a contractual-relationship to share some of their unique resources and capabilities to create a competitive advantage.
    - (a) Non-equity strategic
    - (b) Equity strategic
    - (c) Global strategic
    - (d) None of these
  - (12) Strategy formulation is made by corporate level management.
    - (a) True
    - (b) False