

BBA Sem.-6 (Rep) Examination

CC 310

Strategic Management

Time : 2-30 Hours]

September-2024

[Max. Marks : 70

- Q:1- a Briefly describe the Strategic Management Process. (07)
Q:1- b Describe the various levels of strategy along-with their characteristics. (07)

OR

- Q:1- a Differentiate Vision and Mission. (07)
Q:1- b Define strategic management? Discuss how it is important for an organization. (07)

- Q:2- a Describe the various techniques of environmental scanning. (07)
Q:2- b Explain the acronym "SWOT ANALYSIS" by taking example of any Industry. (07)

OR

- Q:2- a Discuss Michael Porter's Five Force Model of Competitive Analysis. (07)
Q:2- b Explain the acronym "PESTEL ANALYSIS" by taking example of any Company. (07)

- Q:3- a Discuss the BCG matrix that provides a framework for allocating resources among different business units. (07)

- Q:3- b Describe the concept of Value Chain Analysis and discuss about its primary and support activities. (07)

OR

- Q:3- a Discuss the Ansoff's Product Market Grid along with the examples. (07)
Q:3- b Classify Resources. Discuss how resources contribute to building competitive advantage. (07)

- Q:4- a Discuss the benefits and risks associated with differentiation strategy. (07)
Q:4- b What is business level strategy? Discuss focused cost strategy with examples. (07)

OR

- Q:4- a Discuss the various types of Diversification Strategies. (07)
Q:4- b Define and differentiate the Forward integration strategy with backward integration strategy. Give examples wherever necessary. (07)

- Q:5 Choose the correct option and rewrite the sentence: (Any Seven) (14)

1. _____ refers to the hierarchy of intentions ranging from a broad vision, through mission and business definition, down to specific objectives and goals.
 - a. Strategic Intent
 - b. Strategic Culture
 - c. Strategic Policies
 - d. Strategic Procedures
2. Stability Strategy is a _____ Strategy.
 - a. Business strategy
 - b. Corporate strategy,
 - c. Functional strategy
 - d. National strategy
3. In strategic thinking, how long is the long term; approximately?
 - a. 1 month to 1 year
 - b. 2 to 3 years
 - c. 3 to 5 years
 - d. More than 5 years
4. _____ is an unfavourable condition in the organization's environment which creates a risk for, or causes damage to, the organization.

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- a. Strength
 - b. Weakness
 - c. Opportunity
 - d. Threat
5. Which of the following is not a part of the micro environment?
- a. Technology
 - b. Shareholder
 - c. Competitors
 - d. Public
6. Competitive advantage can be best described as _____.
- a. Increased efficiency
 - b. What sets an organisation apart
 - c. A strength and the organisations
 - d. Intangible resources
7. When a specific ability is possessed by a particular organization Exclusively or relatively in large measure, it is called as _____.
- a. Distinctive competence
 - b. Suitability
 - c. Weakness
 - d. Difficulty
8. What does cash cows symbolize in BCG matrix?
- a. Build
 - b. Invest
 - c. Harvest
 - d. Liquidate
9. _____ are the organizations major value creating skills, capabilities and resources that determine the organizations competitive weapons
- a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Core competencies
10. In Ansoff's matrix, product development involves going in the direction of _____.
- a. Present products to present markets
 - b. Present products to new markets
 - c. New products to new markets
 - d. New products to present markets
11. A _____ strategy requires up those activities which are unrelated to the existing business definition of any of its businesses.
- a. Conglomerate
 - b. Concentric
 - c. Related
 - d. Philosophical
12. Vertical integration is concerned with _____.
- a. Supply chain
 - b. Production
 - c. Quality
 - d. Planning

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