

BBA Sem.-6 (Rep) Examination
CC 310

Strategic Management
September-2024

Time : 2-30 Hours]

[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.

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