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0910N685

Candidate's Seat No : _____

B.B.A Sem.-6 (Rep) Examination

CC-310

Strategic Management

October-2025

Time : 2-30 Hours]

[Max. Marks : 70

- Q-1 A) Define strategic management. Discuss how its importance in business. [7]
B) Differentiate between vision and mission [7]
OR
A) Explain the role of the functional level operations in strategic management. [7]
B) Discuss the process of Strategic Management in detail. [7]
- Q-2 A) Explain the five-force analysis with suitable example. [7]
B) Write a note on PESTEL framework in business. [7]
OR
A) Explain various techniques of Environmental scanning. [7]
B) Discuss the importance of external environment analysis in strategy formulation. [7]
- Q-3 A) Discuss the BCG Model in detail. [7]
B) Write a note on tangible and intangible resources. [7]
OR
A) Explain Michael Porters' Value chain analysis with a suitable example. [7]
B) Briefly explain the Ansoff Model. [7]
- Q-4 A) Write a note on Cost leadership strategy. [7]
B) Critically evaluate the process of backward integration with example. [7]
OR
A) Define concentric diversification and state its advantages and disadvantages. [7]
B) Briefly discuss the inter-relationship between the strategy formulation and strategy implementation. [7]

Q-5 Multiple choice Questions: (Attempt any 7, 2 marks each) [14]

- One of the following is related to the Business Unit level decisions
(A) Strategy (B) Tactics (C) Operations (D) Forecasting
- Functional level strategy is developed by
(A) Corporate (B) Branch Managers (C) Production Managers (D) Supervisors
- One of the following is not a component of PESTEL.
(A) Public (B) Social (C) Legal (D) Technological
- One of the following pair derived from SWOT indicates Strategic fit.

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- (A) S+W (B) W+T (C) S+O (D) O+T
5. Who gave the theory of Five forces analysis
(A) Michael Porter (B) Urick & Orr (C) Andrew & Gruth (D) Marshall
6. One of the following is intangible resource
(A) Plant and Machinery (B) Inventories (C) Intellectual Capabilities
(D) Borrowing power
7. Which of the following is part of Supportive Activity in Value chain Analysis?
(A) Operations (B) Logistics (C) Sales & Marketing
(D) Financial management
8. Which one of the following is not part of 3 dimensions on which the competitive advantage is built?
(A) Resources (B) Core Competencies (C) Capabilities (D) SWOT
9. The star cell of BCG Matrix represents one of the following states.
(A) Low Market Growth and high market share
(B) Low Market Growth and Low market share
(C) High Market Growth and low market share
(D) High Market Growth and high market share
10. The model incorporating the market growth and the market share represented in 2 x 2 matrix form was devised by:
(A) BCG Matrix (B) CAPM Matrix (C) Ansoff Model (D) ABC Analysis
11. One of the following strategies does not involve the project investments :
(A) Expansion (B) Outsourcing (C) Related diversification
(D) Unrelated diversification
12. When a food processing company manages the farm cropping, it is known as one of the following:
(A) Backward integration (B) Forward integration (C) Related diversification
(D) Strategic alliance

~~~~~ALL THE BEST~~~~~