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Total No. of Pages: 02

Total No. of Questions: 09

BBA (Sem. – 6)
CORPORATE STRATEGIES
Subject Code: BBA-601
M Code: 72345
Date of Examination : 02-01-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short notes on:
 - a) Define strategic management.
 - b) What is a mission statement?
 - c) Define objectives.
 - d) What is Quest?
 - e) What is a 'strength' in business?
 - f) What are organizational capabilities?
 - g) What is a stability strategy?
 - h) What is a retrenchment strategy?
 - i) What is meant by the threat of substitutes?
 - j) What is the allocation of resources?

SECTION-B

UNIT-I

2. What is strategy? Discuss the scope and need for strategic management.
3. What is strategic decision-making? Explain the strategic decision-making process.

UNIT-II

4. What is external environment analysis? Explain the techniques of external environment analysis.
5. What is internal environment analysis? Explain the techniques of organizational analysis.

UNIT-III

6. Explain the Porter's Generic Business Strategy Model.
7. Explain the BCG matrix for evaluating the strategic alternatives.

UNIT-IV

8. Explain the interrelationship between strategy formulation and strategy implementation.
9. What is strategic control? Explain the techniques of strategic control.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.