

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.-6)

**CORPORATE STRATEGIES**

Subject Code : BBA-601

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.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

**1. Answer briefly :**

- a. How mission is different from vision?
- b. What do you mean by Environmental scanning?
- c. What are core competencies?
- d. Outline GE matrix.
- e. Outline porters value chain
- f. What is benchmarking?
- g. What is above average rate of return in Strategic management?
- h. Outline focus business level strategies.
- i. What is strategic audit?
- j. Discuss the structure of ETOP.

## SECTION-B

### UNIT-I

2. Explain why a mission statement should accommodate the future growth of a company. Outline the strategic management process.
3. What is a business model? What are different components of business model? Discuss the role of business model in strategic management process.

### UNIT-II

4. Discuss the SWOT analysis with suitable illustration.
5. Discuss the Mc.Kinsey's 7s framework for organisational appraisal with an illustration.

### UNIT-III

6. Discuss in detail Porter's business level strategies. Give examples.
7. Write short notes on following :
  - a. Process of Strategic Choice
  - b. Porters five forces model

### UNIT-IV

8. What is meant by resource allocation? Explain techniques generally employed for allocating resources.
9. Outline the various qualitative and quantitative criteria for strategy evaluation and control. State the problems faced by strategists while fixing those criteria.

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