

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)
STRATEGY MANAGEMENT

Subject Code : BBA-601-18

M.Code : 79347

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.
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

I. Write Briefly :

- a) Mission and Vision.
- b) Distinguish between Business Level Strategy and Corporate Level Strategy.
- c) What is the importance of studying SWOT Analysis?
- d) Outline the significance of Differentiation Strategy.
- e) What do you mean by Dynamic Competition?
- f) What is Competitive Advantage?
- g) What is the relationship between Strategy and Structure?
- h) GE Nine Cell Matrix.
- i) Why do companies pursue diversification Strategy?
- j) Resource Allocation.

SECTION-B

UNIT-I

2. Discuss the scope and process of Strategic Management in detail.
3. What do you mean by Strategy? Examine the different levels of strategy with examples.

UNIT-II

4. Describe main features of Industry analysis using Porter's five forces theory.
5. What is ETOP (Environmental Threat and Opportunity Profile)? Why ETOP is needed? How to prepare an ETOP?

UNIT-III

6. Discuss various components of a Balanced Score Card. Also, discuss the significance of a Balanced Score Card.
7. Critically examine the efficiency of BCG matrix as a tool of strategy management.

UNIT-IV

8. What do you mean by Strategy Implementation? Discuss its process.
9. Describe various factors affecting Resource Allocation. What should be the criteria for Resource Allocation Process?

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.