

**BBA-16**  
June - Examination 2016  
**BBA Pt. III Examination**  
**Strategic Management**  
**Paper - BBA-16**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

**Note:** The question paper is divided into three sections A, B and C. Write answers as per given instructions.

**Section - A**

**8 × 2 = 16**

(Very Short Answer Questions)

**Note:** Answer **all** questions. As per the nature of the questions you delimit your answer in one sentence upto 30 words. Each question carries 2 marks.

- 1) (i) State any two features of strategic management.
- (ii) What is corporate level strategies?
- (iii) What is 'SWOT Analysis'?
- (iv) What is mission?
- (v) What do you mean by strategic choice?
- (vi) What do you mean by strategic evaluation?
- (vii) What is 'Balance Score Card'?
- (viii) Define diversification.

**Section - B****4 × 8 = 32**

(Short Answer Questions)

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Discuss different forms of strategy.
- 3) Differentiate between the mission and vision.
- 4) How do you assess competitive strengths of an organisation?
- 5) How do you match structure to the strategy?
- 6) What are the financial issues that contribute to the strategy implementation?
- 7) Why is need of merger/acquisition?
- 8) Explain in brief the various techniques of strategic control.
- 9) Explain the various types of B.P.O.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

**Note:** Answer **any two** questions. Each answer should not exceed 500 words. Each question carries 16 marks.

- 10) Define strategic management. Explain the process of strategic management in detail.
- 11) What is business environment? Discuss the various components of external business environment.
- 12) What is turnaround? Explain the circumstances under which the turnaround is appropriate.
- 13) What is strategy implementation? Discuss the process of strategy implementation.