BBA-16

June - Examination 2026

Bachelor of Business Administration (IIIrd Year) Examination

Strategic Management

Paper : BBA-16

[*Time: **3** Hours*] [*Maximum Marks: **70***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **7×2=14**

(Very Short Answer Type Questions)

Note :- Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. (i) Define Organizational Appraisal.

   (ii) What is the full form of SWOT?

   (iii) Define Hierarchy of Strategic Intent.

   (iv) What is Diversification?

   (v) Define Retrenchment.

   (vi) What is Strategic Control?

   (vii) Define Total Quality Management (TQM).

Section-B **4×7=28**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **7** marks.

2. Explain the different levels and components involved in the Hierarchy of Strategic Management and their significance in strategic planning.

3. Describe the Key Factors Rating Method used for organizational appraisal and explain how it helps in evaluating organizational performance.

4. Discuss the major benefits of Merger and Acquisition as strategic tools for business growth and expansion.

5. Explain the process of Strategy Implementation and discuss the factors influencing successful execution of strategies.

6. Describe the concept of Organizational Structure and explain its importance in achieving organizational objectives.

7. Explain the various steps involved in preparing Projected Financial Statements for strategic planning and decision-making.

8. Discuss the different techniques of Strategic Control and Operational Control used by organizations.

9. Explain the emerging strategies adopted by organizations to achieve and sustain competitive advantage in the business environment.

Section-C

2×14=28

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **14** marks.

10. Explain the process of Strategic Decision-Making in detail and illustrate it with suitable examples from business organizations.

11. Discuss the concepts of Mergers and Acquisitions, Joint Ventures, and Strategic Alliances and explain their importance in corporate strategy.

12. Explain the major managerial and marketing issues and barriers involved in strategy implementation with suitable examples.

13. Define a Strategic Business Unit (SBU) and explain its features, importance, and limitations as an organizational structure.
