

**BBA-16**

December - Examination 2015

**BBA III Year Examination****Strategic Management****Paper - BBA-16****Time : 3 Hours ]****[ Max. Marks :- 70**

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

**Section - A**

7 x 2 = 14

(Very Short Answer Type Questions)

**Note:** Answer all 7 questions. As per the nature of the questions you delimit your answer in one sentence up to 30 words. Each question carries 2 marks.

- 1) (i) Explain the concept of strategic management.
- (ii) What do you mean by business environment?
- (iii) What do you mean by organisational appraisal?
- (iv) What do you understand by merger / acquisition?
- (v) What is strategic analysis?
- (vi) What is meant by Total Quality Management (TQM)?
- (vii) What is Business Process Outsourcing (BPO)?

**Section - B**

4 x 7 = 28

(Short Answer Type Questions)

**Note:** Answer any 4 questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) Why do organisations need strategies?
- 3) What is the rationale behind performing 'SWOT Analysis'?
- 4) Examine the significance of divestment strategy.
- 5) Differentiate between merger and amalgamation.
- 6) Write a short note on strategic plan.
- 7) Explain the significance of growth strategies.
- 8) Explain in brief the relationship structure implementation and strategy implementation.
- 9) Explain the objectives of B.P.O.

**Section - C**

2 x 14 = 28

(Long Answer Type Questions)

**Note:** Answer any 2 questions. Each answer should not exceed 500 words. Each question carries 14 marks.

- 10) What do you mean by 'strategic management process'? Explain the various steps that include in the strategic management process.
- 11) Explain the concept of strategic decision making. Discuss the strategic decision making process with suitable example.
- 12) What are the marketing issues that contribute to the strategy implementation.
- 13) What is strategic control? Discuss the process of strategic control in detail.