

BBA-16

December - Examination 2017

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 question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) What do you mean by strategic management?
- (ii) Define "Mission".
- (iii) What is divestment?
- (iv) What is meant by strategic decisions?
- (v) What is SWOT Analysis?
- (vi) Define strategic choice.

(vii) What is strategic implementation?

(viii) What is Merger?

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) Define corporate strategy. How does it differ from functional strategy?
- 3) How decisions are made on environmental information? Explain in details.
- 4) What is retrenchment strategy? What are its various forms and how do they differ?
- 5) What do you mean by Merger and Acquisition? What motivates a firm's executives to agree to its acquisition or takeover by another firm?
- 6) Discuss the interrelationship between strategy formulation and strategy implementation.
- 7) What is divisional structure? How are strategic business units created?
- 8) Why is strategic evaluation an important component for the organization's performance?
- 9) "Evaluation of strategy is a difficult exercise." Explain.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) Discuss the Kurt Lewin “Model of change”. What may be the reactions of employees to change?
 - 11) What is meant by behavioural implementation of strategy? Discuss briefly the relevant issues involved in it.
 - 12) Grand strategies are intended to provide basic direction for strategic actions. Discuss.
 - 13) Under what circumstances and why is merger and amalgamation strategic preferred by Indian company executives.
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