

**BBA-16**

December - Examination 2018

**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 the 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 up to 30 words. Each question carries 2 marks.

- 1) (i) What is a strategy management?
- (ii) Define "Vision".
- (iii) What do you mean by globalization?
- (iv) Explain T.Q.M.
- (v) What is E - Commerce?
- (vi) What do you mean by six sigma Methodology?
- (vii) Define Acquisitions.
- (viii) What is divisional structure?

**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) What are the five competitive forces in an industry as identified by Michael Porter?
- 3) Define functional strategy. How does it differ from corporate strategy?
- 4) Distinguish between the three levels of strategy formulation.
- 5) What is retrenchment strategy? What are its various forms and how do they differ?
- 6) “Evaluation of strategy is a difficult exercise”. Explain.
- 7) What do you understand by strategic management? Discuss its frame work.
- 8) What is the purpose of SWOT analysis? Explain.
- 9) Explain the concept of value chain analysis.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

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

- 10) What is Benchmarking? What are the areas where benchmarking can help?
  - 11) What is strategic change? Explain the change process proposed by Kurt Lewin that can be useful in implementing strategies?
  - 12) What is logistics strategy? What are the areas to examine while developing a logistics strategy?
  - 13) What do you mean by marketing mix? Discuss its various constituents.
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