

BBA-16

December - Examination 2019

BBA Pt. III 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 × 2 = 14****(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. Explain the following terms:
 - i. Organizational Appraisal
 - ii. Environmental Scanning
 - iii. Strategy formulation
 - iv. Acquisitions
 - v. Strategic Edge
 - vi. Retrenchment
 - vii. Behavioural implementation

Section - B $4 \times 7 = 28$ **(Short Answer Questions)**

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

2. Describe the Hierarchy of Strategic Intent.
3. Explain the expansions strategy of a Firm.
4. What do you mean by structural implementations of Strategies.
5. Describe the process of Mergers.
6. How do you develop Strategic Advantage Profile? Explain.
7. What is ETOP? Explain.
8. Discuss the importance of Strategic Management.
9. Discuss the process of Strategy Formulation.

Section - C $2 \times 14 = 28$ **(Long Answer Questions)**

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

10. Examine the process of SWOT Analysis.
11. Describe the methods of Strategy Evaluation.
12. Analyze the relationship between Organizational Structure and Strategy.
13. Discuss important retrenchment.