

BBA-16
December – Examination 2021
BBA (Part III) Examination
STRATEGIC MANAGEMENT
Paper : BBA-16

Time : 1½ Hours]

[Maximum Marks : 70

Note :- The question paper is divided into two Sections A and B. Write answer as per the given instructions.

Section-A

4×3½=14

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 3½ marks.

1. (i) What do you mean by Functional Level Strategies ?
- (ii) What is ETOP ?

- (iii) Write any *two* benefits of divestment.
- (iv) Write any *two* benefits of corporate restructuring.
- (v) What do you mean by strategic alliances ?
- (vi) What do you mean by matrix organization structure ?
- (vii) What is resource allocation ?
- (viii) Write any *two* importance of strategic control.

Section–B **4×14=56**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

- 2. Discuss the nature and importance of strategic management.
- 3. Discuss the strategic decision-making process with relevant examples.
- 4. What do you mean by “Hierarchy of strategic Intent.” Explain in detail.
- 5. ‘Grand strategies are intended to provide basic direction for strategic actions.’ Discuss.

- 6. Differentiate between mergers and acquisitions.
- 7. What do you mean by Strategic analysis ? Discuss the business level strategic analysis tools.
- 8. Define strategy implementation. Discuss the nature and importance of Strategy Implementation.
- 9. If you owned and opened three restaurants after you graduated, would you operate from a functional or divisional structure ? Why ?