

BBA-16

December – Examination 2022
BBA (Part III) Examination
STRATEGIC MANAGEMENT
Paper : BBA-16

Time : 3 Hours]

[Maximum Marks : 70

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

Section-A

7×2=14

(Very Short Answer Type 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 do you mean by 'Strategic Management' ?
- (ii) PEST Analysis.

- (iii) Corporate Planning.
- (iv) External Environment.
- (v) Strategic Intent.
- (vi) Grand Strategy.
- (vii) Liquidation Strategies.

Section-B **4×7=28**

(Short Answer Type Questions)

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

2. What are the different aspects of the hierarchy of strategic management ? How do these influence business ?
3. Provide a few examples of the opportunities and threats facing any organization of your choice.
4. Mention the characteristics of a Good Mission and Vision Statements.
5. What is Diversification ? Explain, why is it followed ?
6. Differentiate between Merger and Amalgamation.
7. What do you mean by Strategic Analysis ? Discuss the business level strategic analysis tools.

8. What are the benefits of establishing an ESOP in a Company ?
9. What do you mean by Strategic Evaluation ? Why is strategic evaluation an important component for the organization's performance ?

Section-C **2×14=28**

(Long Answer Type Questions)

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

10. Consider yourself a Chief Executive Officer of a retail giant and discuss the roles and responsibility.
11. Define Strategy Implementation. Discuss the nature and importance of strategy implementation.
12. Explain in detail Strategic Business Unit. Outline the points of importance and limitations of this type of organization structure.
13. If you owned and opened three restaurants after you graduated, would you operate from a functional or divisional structure ? Why ?