

10. What do you mean by Strategic Management ?  
Discuss the importance of strategic management.
11. What is Strategic Decision-Making process ?  
Discuss the steps of Strategic Decision-Making process.
12. If you owned and opened the retail store after you graduated, would you operate from a functional or divisional structure ? Explain reasons.
13. Explain in detail Strategic Business Unit. Outline the points of importance and limitations of this type of organization structure.

## **BBA-16**

**December – Examination 2023**  
**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 Top Level Strategies ?
- (ii) Write any *two* benefits of liquidation.

- (iii) What do you mean by Corporate Restructuring ?
- (iv) Write the names of any *two* types of strategic alliances.
- (v) What do you mean by grid organization structure ?
- (vi) Explain any *two* benefits of efficient resource allocation.
- (vii) What is strategic control ?

**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. Differentiate between Strategy Implementation and Strategy Formulation.
- 3. What do you mean by Vision, Mission, Goal and Objectives ? Explain in detail.

- 4. What is Diversification ? Explain why is it followed.
- 5. Differentiate between mergers and acquisitions.
- 6. What do you mean by strategic analysis ? Discuss the operational level strategic analysis tools.
- 7. Explain the various retrenchment strategies with Indian examples.
- 8. “Grand strategies are intended to provide basic direction for strategic actions.” Discuss.
- 9. What are the three major R & D approaches to implementing strategies ? Which approach would you prefer as owner of a small software company ? Why ?

**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.