

BBA-16

December - Examination 2025

Bachelor of Business Administration (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 Operational Level Strategies?
- (ii) What is Vision?
- (iii) Write any two benefits of Disinvestment.
- (iv) What do you mean by Growth Strategy?
- (v) What do you mean by TQM?
- (vi) What do you mean by Strategic Evaluation?
- (vii) What do you mean by Strategic Choice?

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 is Strategic Management? Why it is important to study Strategic Management?
3. Explain various factors Affecting Organizational Appraisal.
4. What is the rationale behind performing a SWOT analysis?
5. Outline the points of importance and limitations of SBU type of organization structure.
6. Explain GE Nine (9) cell Matrix in detail.
7. Discuss Corporate Level Strategies. Explain various Stability Strategies.
8. In your own words, list all the steps in developing projected financial statements.
9. Explain the term digitalisation and write a descriptive note on digitalisation strategies.

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. What is business environment? Explain internal and external environmental factors influencing business.
11. What is Environmental Scanning? Explain its various features or types.
12. What do you mean by “Hierarchy of Strategic Intent”? Explain in detail.
13. Grand strategies are intended to provide basic direction for strategic actions. Discuss.
