

BBA-16
December – Examination 2020
BBA (Part III) Examination
Strategic Management
Paper : BBA-16

Time : 2 Hours]

[Maximum Marks : 70

Note :- The question paper is divided into two Sections A and B. 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. Explain the following terms :
 - (i) Strategic Management
 - (ii) Opportunity Profile

- (iii) Growth Strategy
- (iv) Turnaround Strategy
- (v) Acquisition
- (vi) Strategic Edge
- (vii) Strategic Choice

- 7. Examine the behavioural implications of Strategy implementation.
- 8. Distinguish between Surgical and Human Turnaround Strategies of a Firm.
- 9. Discuss the Pre-requisites for Strategy Formulation.

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. “Strategy follows the structure.” Elucidate the statement.
- 3. Explain the process of Strategic Acquisition.
- 4. Explain the process of Strategic Intent.
- 5. Explain the contents of Strategic Advantage Profiling.
- 6. Examine the financial implications of Strategy implementation.