

269

BBA-16

June – Examination 2020

B.B.A. (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 upto 30 words. Each question carries 2 marks.

1. Explain the following terms :
 - (i) Top Management
 - (ii) Operational Management

- (iii) Environmental Threat
- (iv) Strategic Advantage
- (v) Merger
- (vi) Strategic Intent
- (vii) Structural Implementation

Section-B **4×7=28**

(Short Answer Type Questions)

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

2. Describe the process of Strategy formulation.
3. Explain the expansion strategies of a Firm.
4. Explain the process of Opportunity profiling.
5. Describe the contents of Environmental Analysis.
6. Examine the retrenchment strategies of a Firm.
7. Illustrate the concept of hostile Mergers and Acquisitions with the help of examples.
8. Discuss the precautions for behavioural implementation of a strategy.
9. Discuss the process of Strategic evaluation.

Section-C **2×14=28**

(Long Answer Type Questions)

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

10. Examine the process of Strategic Management.
11. Describe the contents and process of SWOT Analysis.
12. Analyse important growth strategies of a Firm.
13. Discuss the role of Top Management in Strategic Management.