

**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 do you mean by Strategic Decision-Making ?

Discuss the features and characteristics of Strategic Decision-Making.

11. What is Strategic Decision-Making Process ?

Discuss the steps of Strategic Decision-Making process.

12. What is Diversification ? Explain its various types and also explain why it is followed.

13. Explain in detail Strategic Business Unit. Outline the points of importance and limitations of this type of organization structure.

**BBA–16**

**June – Examination 2024**

**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 SBU ?
- (ii) What do you mean by Grand Strategy ?
- (iii) What do you mean by Socio-Cultural Environment ?
- (iv) Write the names of any *two* types of Corporate Restructuring.
- (v) What do you mean by Organization Appraisal ?
- (vi) Explain the difference between Merger and Acquisition.
- (vii) What is Managing Conflict ?

**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. Explain the Strategic Decision-Making Process in detail.
3. What do you mean by “SWOT Analysis” ? Explain in detail.
4. What do you mean by “Hierarchy of Strategic Intent” ? Explain in detail.
5. Elaborate on the various types of the managerial and marketing issues and barriers to the implementation of Strategy with the help of the appropriate examples.
6. What are the tools for business level strategic analysis and corporate portfolio analysis ?
7. Explain divestment strategy. Also tell how can this strategy be employed ?
8. ‘Grand strategies are intended to provide basic direction for strategic actions.’ Discuss.
9. Explain the importance of Participants and Barriers to Strategic Evaluation.