

**BBA-16****BBA Year Examination June, 2015****Strategic Management***Time : Three Hours]**[Max. Marks : 80*

**Note:** The Question paper is divided into three sections A, B and C. Write Answers as per given instructions.

**Section-A**

(Very Short Answer Questions)

**Note:** Answer all questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 50 words. Each question carries 2 marks. 8×2=16

1.
  - (i) What is "Strategic Management"?
  - (ii) What is "Organizational Appraisal"?
  - (iii) What is diversification?
  - (iv) Define the term "Strategic choice".
  - (v) Define market segmentation.
  - (vi) What is strategic control?
  - (vii) What is strategic evaluation?
  - (viii) What is 'Benchmarking'?

### **Section-B**

(Short Answer Questions)

**Note:** Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 8 marks.

4×8=32

2. What do you understand by the strategic management process?
3. What do you mean by 'Hierarchy of Strategic Intent'? Explain.
4. What is retrenchment strategy? Explain why and when it follows?
5. Explain the concept of corporate portfolio analysis.
6. Explain the concept of organization structure.
7. Discuss the limitations of EPSIEBIT analysis.
8. Why is Kaizan a very important concept for the organization seeking quality?
9. How organization using "Business Process Outsourcing" are better placed than the organizations not using this?

### **Section-C**

(Long Answer Questions)

**Note:** Answer any two questions. You have to delimit your answer maximum upto 800 words. Each question carries 16 marks.

2×16=32

10. Discuss various grand strategies that firms adopt.
11. Define strategy implementation. Discuss the nature and importance of strategy implementation.
12. Explain why Chandler's strategy - structure relationship commonly exists among firms?
13. What are the various techniques of strategic and operational control?