

**BBA-16**  
June - Examination 2017  
**BBA Pt. III Examination**  
**Strategic Management**  
**Paper - BBA-16**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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

**Section - A**

**8 × 2 = 16**

(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 30 words. Each question carries 2 marks.

- 1) (i) What do you mean by strategic choice?
- (ii) What is resource allocation?
- (iii) What is strategy implementation?
- (iv) What is Acquisitions?
- (v) What do you mean by 'vision'?
- (vi) What is internal environment?
- (vii) What is combination strategy?
- (viii) Write two benefits related with merger of firms.

**Section - B****4 × 8 = 32**

(Short Answer Questions)

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Discuss the nature and importance of strategic management.
- 3) Discuss strategic evaluation.
- 4) What is Environmental Analysis? Discuss the role that it plays in strategy formulation.
- 5) Write a note on “SWOT” analysis.
- 6) When and why is divestment strategy adopted by company executives?
- 7) “Mergers may serve managerial interests more than the interest of shareholders”. Explain.
- 8) What do you mean by strategy implementation? What are the major issues involved in it?
- 9) How does strategy affect organisation structure? Identify different structural mechanisms to implement a strategy.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

**Note:** Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) What do you understand by functional policies and plans? Discuss the role of functional policies and plans in strategy implementation.
- 11) Why is review and evaluation of strategy necessary? Why should management undertake periodic evaluation of the current strategy.
- 12) Discuss briefly the factors that govern the choice of an appropriate strategy from various alternatives.
- 13) Under what circumstances and why is merger and amalgamation strategy preferred by Indian company executives.

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