

BBA-16
June - Examination 2018
BBA Pt. III Examination
Strategic Management
Paper - BBA-16

Time : 3 Hours]

[Max. Marks :- 80

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

Section - A

8 × 2 = 16

(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 is SWOT Analysis?
- (ii) What is strategic decision making?
- (iii) What do you mean by Concentric Diversification?
- (iv) What is cost leadership?
- (v) What is Augmented Marketing?
- (vi) Define supply chain management.
- (vii) What is Marketing Mix?
- (viii) Define forward and backward linkages.

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) Explain synchro-marketing.
- 3) What is Liquidation strategies?
- 4) Explain Market Development.
- 5) Explain corporate strategy.
- 6) What is Bargaining Power of customers?
- 7) What is PESTLE Analysis?
- 8) Why do company go global?
- 9) Write two objectives of a business.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) Write a note on Business process Reengineering.
- 11) Discuss major steps in implementing supply chain management systems in an business organization.
- 12) What is meant by functional strategies? In term of level where will you put them? Are functional strategies really important for business?
- 13) Discuss strategic alternatives with reference to Michael Porter's strategies.