

BBA-16
June - Examination 2019
BBA Pt. III Examination
Strategic Management
Paper - BBA-16

Time : 3 Hours]

[Max. Marks :-70

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

Section - A

7 × 2 = 14

(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) Explain the following terms:
- (i) Strategic Management
 - (ii) Opportunity profile
 - (iii) Strategy
 - (iv) Merger
 - (v) Strategy implementation
 - (vi) Strategy evaluation
 - (vii) Strategic intent

Section - B
(Short Answer Questions)

4 × 7 = 28

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

- 2) Describe the process of Strategic Management.
- 3) Explain the principles of ETOP.
- 4) Explain the process of Environmental Scanning.
- 5) Describe the contents of Strategic intent.
- 6) Examine the growth strategies of a Firm.
- 7) Distinguish between Mergers and Acquisitions with the help of examples.
- 8) Discuss the precautions for structural implementation of a strategy.
- 9) Discuss the process of Strategy Evaluation.

Section - C**2 × 14 = 28**

(Long Answer Questions)

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

- 10) Examine the importance of Strategic Management.
 - 11) Describe the contents and process of Strategic Advantage Profile.
 - 12) Analyse the emerging trends of Mergers and Acquisitions in India.
 - 13) Discuss the problems of Strategy implementation.
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