

BBA-16

June – Examination 2022

BBA (Part III) Examination

STRATEGIC MANAGEMENT

Paper : BBA-16

Time : 1½ Hours]

[Maximum Marks : 70

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×3½=14

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 3½ marks.

1. (i) What do you mean by Corporate Level Strategies ?

- (ii) What do you mean by Strategic Intent ?
- (iii) What is SWOT Analysis ?
- (iv) What is Macro Environment of Business ?
- (v) What is Organizational Resources ?
- (vi) What is Vision ?
- (vii) Differentiate between Merger and Acquisition.
- (viii) What do you mean by Strategic Analysis ?

Section-B **4×14=56**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

- 2. Explain the Hierarchy of Strategic Management.
- 3. What is Strategic Management ? Explain the Strategic Management Process.
- 4. What do you mean by Organizational Appraisal ? Explain the factors affecting Organizational Appraisal.

- 5. Explain various Growth and Stability Strategies of Business.
- 6. Define Strategy Implementation. Discuss the nature and importance of Strategy Implementation.
- 7. Describe some marketing, finance/accounting, R & D, and management information systems activities that a small restaurant chain might undertake to expand into a neighbouring state.
- 8. What is Operational Control ? What are the various techniques of strategic and operational control ?
- 9. What are the various new strategies that the companies must adopt for attaining competitive advantage ?