

BBA (H) Semester-VI Examination, 2022-23**Bachelor of Business Administration [Honours]****Course ID : 63211****Course Code : CC-13****Course Title : Strategic Management**

Time : 3 Hours

Full Marks : 80

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.**Illustrate the answers wherever necessary.***GROUP–A**

1. Choose the best alternative from the following options for each question (Answer **all**): $1 \times 10 = 10$

- i) Selling all of a company asset in parts for their tangible worth is called_____.
- Unrelated integration
 - Concentric Diversification
 - Divestiture
 - Liquidation
 - None of these

- ii) The BCG matrix is based on_____
- Industry Growth rate and Business strength
 - Industry attractiveness and Business strength
 - Industry growth rate and relative market share
 - Industry Attractiveness and Relative Market share
 - None of these
- iii) A possible and desirable future state of an organization is called—
- Vision
 - Mission
 - Strategy implementation
 - Strategy Formulation
 - None of these
- iv) Buying another company by one company means_____
- Joint venture
 - Acquisition
 - Merger
 - Amalgamation
 - None of these

- v) Low cost, Differentiation and Focus are examples of _____.
- a) Business strategies
 - b) Corporate strategies
 - c) Operational strategies
 - d) Functional strategies
 - e) None of these
- vi) Stability strategy is a _____ strategy.
- a) Corporate level
 - b) Functional level
 - c) Strategic level
 - d) Business level
 - e) None of these
- vii) Who has given the five basic competitive forces on which industry depends—
- a) Michael E.Porter
 - b) Thomas Edwin
 - c) Federick Taylor
 - d) James Robert
 - e) None of these

- viii) Strategic planning needs to do—
- a) What to do?
 - b) When to do?
 - c) How to do?
 - d) All of the above
 - e) None of these
- ix) Which of the following is not part of the micro environment?
- a) Technology
 - b) Shareholders
 - c) Competitors
 - d) Publics
 - e) None of these
- x) What does Dog symbolize in BCG matrix?
- a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
 - e) None of these

GROUP-B

2. Answer any **ten** from the following: $2 \times 10 = 20$
- a) Define Strategy.
 - b) Define Strategic Arenas.
 - c) Define Goals.
 - d) How many levels are there in strategy? And name those?
 - e) Define business.
 - f) What is corporate strategy?
 - g) What do you mean by strategic myopia?
 - h) What is core competency?
 - i) What do you mean by horizontal expansion?
 - j) What is backward integration?
 - k) What are the steps of strategic management?
 - l) What is merger?
 - m) What do you mean by portfolio analysis?
 - n) What is balanced scorecard?
 - o) Define Strategic leadership.

GROUP-C

3. Answer any **four** from the following: $5 \times 4 = 20$
- a) Write a short note on vertical integration.
 - b) Write a short note on formulation of strategy.
 - c) Write a short note on Strategic vision and mission of an organization.
 - d) Write a short note on competitive advantage.
 - e) Briefly describe the basic elements of planning.
 - f) Distinguish between programmed and contingency strategy.

GROUP-D

4. Answer any **three** from the following: $10 \times 3 = 30$
- a) Briefly explain the strategic management process.
 - b) Briefly describe the Porter's five forces model.
 - c) Explain the relationship between corporate governance and social responsibility.
 - d) Discuss the merits and demerits of Vodafone—idea merger.
 - e) Briefly describe the corporate level strategies.
 - f) Discuss "situation audit" in strategic planning.