

Roll No. 0003749.....

BBA-602(N)

**B. B. A. (Sixth Semester)
EXAMINATION, May, 2018**

(New Course)

Paper Second

**STRATEGIC MANAGEMENT AND
BUSINESS POLICY**

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. Write short notes on the following :

- (A) BCG matrix
- (B) Synergy
- (C) Critical success factors
- (D) Forward integration

(B-55) P. T. O.

(E) Business level strategy

(F) Porter's five forces framework to analyse competition of business

(G) Peter Drucker's contribution to strategic management

(H) Strategic control

(I) Difference between objectives and goals

(J) Diversification

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

2. Each firm needs to tailor its strategic management process in ways that best suits its own specific context and situation. Do you agree ? Why and why not ?
3. Describe the major component of the strategic management process. Explain why engaging in strategic management is likely to be beneficial for an organisation.
4. Define industry analysis and outline the major purpose served by industry analysis. How can we analyse the banking or software industry on the basis of this analysis ?
5. Explain why organisational structure is so important in strategy implementation. Outline the advantages and disadvantages of the following structural forms :
 - (a) Functional structure
 - (b) Product structure
 - (c) Project structure

(B-55)

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

6. Write short notes on the following :

- (a) Threat of new entrants
- (b) Backwards integration
- (c) Niche strategy
- (d) Joint ventures

7. How do behavioural implementation and operational implementation pose different challenges for the leader ? Discuss.

8. Explain the role of SWOT analysis as a tool facilitating strategic choice at the business unit.
9. Explain the various qualitative and quantitative criteria for strategy evaluation and control. State the problems faced by strategists while fixing those criteria.