

Roll No. 010244)

BBA-602(N)

**B. B. A. (Sixth Semester)
EXAMINATION, May, 2019**

(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. (A) Mission statements characteristics
- (B) Organisational objectives
- (C) Market penetration Strategy
- (D) Market development strategy
- (E) Product development strategy

(B-3) P. T. O.

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- (F) SBU
- (G) Grand strategies
- (H) Competitive strategies
- (I) Value chain
- (J) McKinsey 7, 5

Section—B

(Long Answer Type Questions)

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

2. Define growth for a business organisation and how is it achieved by :
 - (a) Intensive
 - (b) Intregative
 - (c) Diversification
3. Retrenchment strategy is formulated by :
 - (a) Turnaround
 - (b) Divestment
 - (c) Liquidation

Suggest how and why an organisation is compelled to adopt retrenchment ?
4. Write the key issues in the environment when a firm adopts :
 - (a) Stability strategy
 - (b) Combination strategy

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5. B. Growth through other forms association can be achieved by :
 - (a) Merger
 - (b) Acquisition
 - (c) Joint venture
 - (d) Strategic alliance

Highlight the importance of each of them with suitable examples.

Section—C

(Long Answer Type Questions)

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

6. For a strategic choice different models are given. Highlight the role of any two models of strategic choice.
7. Suggest, what changes that must be made in implementation of behaviour of the employee in the organisation ?
8. Strategy and structure are Hardware of an organisation while the role and importance of structure in strategic implementation.
9. Write the method and importance of evaluation and control in :
 - (a) Management
 - (b) Operation
 - (c) Strategic control in strategic management

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