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Total No. of Pages : 01

Total No. of Questions : 08

BBA (Sem.-6)
STRATEGY MANAGEMENT
Subject Code : BBA-601-18
M.Code : 79347

Time : 2 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 12 marks.

1. While some strategies defines the nature and range of businesses a firm intends to operate in, other strategies define how to compete in the chosen businesses. Name and describe these two types of strategies with examples in detail.
2. Synchronized and coordinated, successful strategies at different levels will contribute to a successful organisation. Do you agree? Discuss explaining different levels at which strategy operates with suitable examples.
3. Explain the Porter's Five Forces in detail in context of any industry of your choice.
4. Unlike internal analysis, external analysis is less about the organization itself, and more about its business environment. Explain the components of external analysis and tools used for conducting the same.
5. What are different competitor strategies employed by companies? Explain each strategy with relevant example of any Indian company adopting that.
6. Explain the applications of GE Nine Cell Matrix in strategic analysis and choice in detail.
7. Implementing your strategic plan is as important, or even more important, than creating your strategy. Do you agree? Comment explaining the process of strategic implementation.
8. Strategic control processes ensure that the actions required to achieve strategic goals are carried out. Explain the statement discussing different types of control.

Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.

Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

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