

MAY 2013

Roll No. 

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-6<sup>th</sup>) (2007 to 2011 Batch)**CORPORATE STRATEGY**

Subject Code : BB-601

Paper ID : [C0229]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A****1. Write short notes on :**

- Business Policy
- Strategic Management
- Corporate Governance
- Strategic Intent & Vision
- Mission Statement
- Concept of Synergy
- BenchMarking
- Financial Plan
- Opportunity Profile
- Explicit Mission

**SECTION-B**

- Discuss the significance of environmental scanning. Explain the macro and micro-external environment with respect to any industry of your choice.
- Why Industry Analysis is important for a Strategist? Discuss the elements & Implications of Porter's generic strategies with the help of suitable examples.
- Distinguish between Diversification, Acquisition & Divestment. What are the features of diversification strategy? What are recent developments in this respect? Explain.
- What is the role of evaluation & control process in strategic management? Explain the role of organizational systems in evaluation.
- "There is not necessarily a sequence of activities in the process of Implementation of Strategy". Discuss.
- Write short notes on the following :
  - BCG Matrix
  - McKinsey's 7s Framework.

