

Seat No. : _____

SJ-136

September-2020

BBA, Sem.-VI

CC-310 : Strategic Management

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All Questions in **Section I** carry equal marks.
 - (2) Attempt any **TWO** questions in **Section I**.
 - (3) Question 5 in **Section II** is **COMPULSORY**.

Section – I

1. (A) Briefly discuss the process of Strategic Management. **10**
(B) What is Vision ? Explain the characteristics of the vision. **10**
2. (A) Write a note on SWOT Analysis. **10**
(B) Write a note on PESTEL Analysis. **10**
3. (A) Explain the BCG Model. **10**
(B) Explain the importance of resources in building the competitive advantage. **10**
4. (A) Explain the Cost Leadership Strategy. **10**
(B) Explain the horizontal diversification. **10**

Section – II

5. MCQs. (Any ten)

10

- (1) _____ is not included in the levels of Strategy.
- (a) Matrix level
 - (b) Corporate level
 - (c) Business unit level
- (2) Decisions on the on-going projects is not included in the type of corporate level strategy. (True/False).
- (3) _____ is related to the business unit level decision.
- (a) Strategy
 - (b) Operations
 - (c) Tactics
- (4) Generic growth or growth through merger falls in _____ levels of management.
- (a) B U Level
 - (b) Corporate Level
 - (c) Function Level
- (5) Strategic fit does not relate to market area division with the competing firm. (True/False)
- (6) Michael Porter is associated with the development of the concept of SWOT. (True/False)
- (7) Export-Import policy is not included in the Social Component of PESTEL. (True/False)

- (8) Threat of new entrants is not included in the five forces analysis. (True/False)
- (9) Environment scanning has a close reference to external environment. (True/False)
- (10) _____ is not the process of environmental scanning.
- (a) Trial & error basis
 - (b) Continuous basis
 - (c) Regular basis
- (11) Expert opinion is a technique of environmental scanning. (True/False)
- (12) Smart & Synergized use of resources contributes to the competitive advantage. (True/False)
- (13) Monopoly market structures is not relevant for building the competitive advantage. (True/False)
- (14) Human evaluation is a criteria of Strategic Management. (True/False)
- (15) The concept of value chain considers one of the following.
- (a) Cost less pricing
 - (b) Cost plus pricing
 - (c) Breakeven pricing
- (16) Intellectual capabilities are intangible resources. (True/False)
- (17) Cost leadership is categorized as Generic Strategy. (True/False)

- (18) Economies of scale is an advantage area of the strategy formulation. (True/False)
- (19) When a food processing company manages the farm cropping, it is known as Forward integration. (True/False)
- (20) _____ strategies facilitates the self-sufficiency & control on resources.
- (a) Strategic alliance
 - (b) Expansion
 - (c) Integration

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