

Seat No. : _____

JC-103

July-2021

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) Define Mission Statement. What are its characteristics ? 10
(B) Discuss all the steps of Strategic Management Process. 10
2. (A) Explain the acronym "SWOT ANALYSIS" in detail. 10
(B) Describe the various techniques of environment scanning. 10
3. (A) How to build Core Competencies ? Discuss the Value Chain Analysis with primary and support activities. 10
(B) What is BCG Model ? Discuss in detail. 10
4. (A) What is a Vertical Integration strategy ? Explain Backward Integration strategy in detail. 10
(B) Explain the Differentiation Strategy in detail. 10

Section - II

5. MCQs : 10
(1) Which of the following is related to the Business Unit Level decisions ?
(A) Strategy (B) Operations
(C) Tactics (D) Forecasting

- (10) Business growth in unrelated businesses is also known as ____.
- (A) Forward Integration (B) Backward Integration
(C) Concentric Diversification (D) Conglomerate Diversification
- (11) Which of the following is NOT a part of Porter's competitive forces in industry analysis ?
- (A) Bargaining power of suppliers
(B) Potential entry of new competitors
(C) Development of substitute products
(D) Threat of substitute products and services
- (12) When a dairy enters into a business of manufacturing for baby milk powder, it is known as ____.
- (A) Strategic Alliance (B) Outsourcing
(C) Backward Integration (D) Forward Integration
- (13) Which of the following is NOT included in organizational resources ?
- (A) Firm structure (B) Employee training
(C) Copyrights (D) Information systems
- (14) When a firm bring new product into the same existing market which is known as ____ ?
- (A) Product Development (B) Market Development
(C) Market Penetration (D) Diversification
- (15) Which of the following is NOT included in the generic strategies ?
- (A) Cost Leadership (B) Focused Differentiation
(C) Differentiation (D) Departmentation
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