

Seat No. : _____

AC-103

April-2023

BBA, Sem.-VI

CC-310 : Strategic Management

Time : 2:30 Hours]

[Max. Marks : 70

SECTION - I

1. (A) Discuss the significance of Strategic Management. 7
(B) Differentiate between Vision and Mission. 7
OR
(A) Discuss various forms of strategic fit and highlight its benefits. 7
(B) Define mission and explain its characteristics. 7
2. (A) What is PESTEL analysis ? Briefly explain the elements of PESTEL analysis. 7
(B) Discuss SWOT analysis with a suitable example. 7
OR
(A) Discuss various approaches to Environmental scanning. 7
(B) Elucidate five forces analysis as given by Michael Porter. 7
3. (A) Discuss the BCG Model in detail. 7
(B) Explain how are resources important in a business organization. 7
OR
(A) Briefly explain the Ansoff Model. 7
(B) "Capabilities and Core competencies have one-way relation." Explain. 7
4. (A) State the five generic strategies and explain any one of them in detail. 7
(B) Explain advantages and disadvantages of Forward Integration. 7
OR
(A) Critically evaluate the concentric diversification. 7
(B) Define Horizontal diversification and highlight its advantages and disadvantages. 7

SECTION - II

5. Do as directed : (Attempt any 7) (2 marks each) 14
- (1) Which one of the following does not relate to the corporate level strategy ?
(a) Stability (b) Retrenchment
(c) Feedback (d) Growth
 - (2) The “Blue Ocean” strategy as explained by W. Chan Kim and Rence Mauborgne is targeting the 100% market share and keeping all competitors far.
(a) True (b) False
 - (3) Which one of the following is not a part of strategic management process ?
(a) Formulation of Strategic vision.
(b) Setting the objectives.
(c) Adjustments in strategic vision based on performance evaluation.
(d) Imposing orders to lower level management.
 - (4) The economic environment especially external environment is uncertain and uncontrollable.
(a) True (b) False
 - (5) Who gave the theory of Five forces analysis ?
(a) Philip Kotler (b) John Keynes
(c) Alfred Marshal (d) Michael Porter
 - (6) In SWOT analysis ‘W’ means
(a) Waste (b) Weather
(c) Weakness (d) Work
 - (7) One of the following is a tangible resource
(a) Talent and knowledge (b) Creative idea generation
(c) Building of brand image (d) Firms borrowing capacity
 - (8) Which one of the following market structures is not relevant for building the competitive advantage ?
(a) Monopoly (b) Duopoly
(c) Oligopoly (d) Competition
 - (9) The model incorporating the product and market in 2 × 2 contingency table is known as _____.
(a) BCG Matrix (b) Ansoff Model
(c) CAPM Matrix (d) ABC Analysis
 - (10) The related diversification is finance driven.
(a) True (b) False
 - (11) _____ alliance is an alliance in which two or more firms develop a contractual-relationship to share some of their unique resources and capabilities to create a competitive advantage.
(a) Non-equity strategic (b) Equity strategic
(c) Global strategic (d) None of these
 - (12) Strategy formulation is made by corporate level management.
(a) True (b) False