

Roll No.

Total Pages : 3

301202

May 2024

**BBA (GEN) - IInd SEMESTER
Strategic Management (BBA/GN/202)**

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) How strategy is different from plan? (1.5)
- (b) Discuss the significance of strategies in modern day organizations. (1.5)
- (c) What is corporate level strategy? (1.5)
- (d) What is the relevance of vision statement for a business organization? (1.5)
- (e) Briefly write about point of differences between vision and mission statements. (1.5)
- (f) Discuss the relationship between ethics and corporate strategy. (1.5)

301202/420/111/79

209 [P.T.O.]

- (g) 'Strategic implementation is a difficult task' Why? (1.5)
- (h) Write in brief about the role of IT in strategic management. (1.5)
- (i) How does strategic evaluation provide a basis for strategic control? (1.5)
- (j) List out the points to be kept in mind while activating strategies. (1.5)

PART-B

2. 'Strategic management process includes a series of steps with are interconnected to each other' in view of the said statement discuss the steps in the process of strategic management by taking an imaginary example of a retail firm. (15)
3. (a) Differentiate between strategic and operational control. (7.5)
- (b) Discuss how organizational structure effects implementation of strategies. (7.5)
4. 'Environmental and organizational appraisal is an important step for effective strategy formulation'. In view of the said statement discuss the techniques adopted for business environment analysis. (15)

5. Write short notes on :
- (a) Levels of strategy in an organization. (7.5)
- (b) Discuss the types strategic options available in front of a business firm when the firm wants to go for expansion. (7.5)
6. 'A number of techniques are available in front of a manager for strategic evaluation control'. Elaborate. (15)
7. What is value chain analysis? How it can be utilized for achieving competitive edge over the competitors? (15)
-