

5/H-65 (xiv) (Syllabus-2015)

2022

(November)

BUSINESS ADMINISTRATION

(Honours)

(BBAH-502)

(**Strategic Management**)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

PART—A

(*Marks : 20*)

UNIT—I

1. What is the meaning of competitive advantage? Give an example. 4

Or

What do you understand by the term 'core competency'?

UNIT—II

2. How have social factors influenced the business landscape? 4

Or

What are barriers to entry?

(2)

UNIT—III

3. Distinguish between hostile takeover and friendly takeover. 4

Or

What is conglomerate diversification?

UNIT—IV

4. What is backward integration? Give an example. 4

Or

Briefly discuss any one of the strategic leadership styles.

UNIT—V

5. What is the meaning of corporate social responsibility? 4

Or

What is the relationship between an organization's strategy and its structure?

PART—B

(Marks : 40)

UNIT—I

6. Explain in detail the strategic management process. 10

Or

Explain SWOT analysis with suitable example.

(3)

UNIT—II

7. What is value chain analysis and how can a firm conduct a value chain analysis? 2+8=10

Or

Discuss the economic and Socio-demographic factors affecting the business environment. 5+5=10

UNIT—III

8. What are the four levels of strategy? Elaborate on each. 10

Or

What is outsourcing? What are the reasons for outsourcing? Write the disadvantages of outsourcing. 2+4+4=10

UNIT—IV

9. Discuss the importance of ethics and social responsibility in strategic management. 10

Or

Explain some of the principles of corporate governance.

PART—C

(Marks : 15)

10. Discuss the recent growth strategies of TCS. 15

Or

Discuss the recent growth strategies of Infosys.
